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May 19, 2003

To: Members of the Legislature  
From: Sandra George, Executive Director

Re: AB187 Newsprint recycled mandates

1. Q. What's the law currently and what's the proposal?

A. This year for the first time, newspapers are required to use 40 percent postconsumer waste recycled content paper, up from 37 percent. The proposal is to cap the mandate at 33 percent.

2. Q. What percentage recycled content do the mills manufacture?

A. There are four mills that are within the closest transportation cost range to Wisconsin and they manufacture 30, 5, 25 and 15 percent recycled content for an average of 19 percent recycled content. This is the maximum recycled content that these mills can generate without spending millions of dollars to add capacity. Demand for newsprint, recycled or not, is lower than total mill capacity, so mills would close rather than spend money to add recycled capacity.

3. Q. Which is better for Wisconsin's scrap paper market, buying newsprint from a mill in Alabama that doesn't buy any scrap newsprint from Wisconsin or buying newsprint from a mill which buys Wisconsin's newsprint?

A. Transportation costs can amount to almost half of the cost of the paper (source: Greg Buckhardt, Bowater) so Wisconsin recyclers are most competitive with buyers that don't have to ship it as far. Costs are further lowered when the mill can deliver newsprint to a Wisconsin printer and take the scrap paper back on the same truck.

4. Q. According to the DNR, which gets the higher price at present: old magazine paper (OMG) or scrap newsprint (ONP)?

A. At the hearing on AB187, the DNR said that OMG is currently 8 percent more valuable than ONP. Note there is NO mandate regarding recycled content of magazines, yet it is now more valuable than newsprint.

5. Q. Which is more important, keeping a mandate of 40 percent recycled content or making Wisconsin printers competitive with neighboring states that have no such mandate?

A. Please help keep Wisconsin printers competitive. At the Assembly hearing on the bill, Mike Gile, a VP from Woodward Communications in Platteville, testified that they wasted more than \$200,000 in printing work trying to work with some high recycled content paper. They have to account for that loss in bidding for other jobs. The printer in Iowa or Illinois has no such problem. Printing is a very low profit margin business. If printers will be required to maintain this high percentage, they will either lose the business, so they'll have less need for employees in Wisconsin or they'll get the business, but it will limit what they can pay their workers compared to what printers across the border can do.

Isn't it appropriate that the Legislature buy 30 percent postconsumer waste content copier paper from Peshtigo instead of 100 percent postconsumer waste copier paper from Alabama? It's the same with Wisconsin newspapers. Let us patronize the mills in our local market: it can only HELP the price of Wisconsin scrap paper. (There are no newsprint mills in the state of Wisconsin, but there are four nearby in Canada. In the past, the DNR has suggested that Wisconsin papers should choose 100 percent recycled paper shipped in from Alabama rather than 25 percent paper from the mills that buy Wisconsin scrap paper.)

As legislators, you have an opportunity to choose employment for people in Wisconsin and to allow newspapers to choose to patronize the mills that buy Wisconsin's scrap paper by voting for AB187. Under this proposal, newspapers will continue to be mandated to use a recycled content at a level 330 percent higher than a decade ago.

**SUMMARY:**

The passage of AB187 will benefit Wisconsin's economy and our environment. It will allow Wisconsin's printers and the newsprint mills that buy Wisconsin scrap paper to be more competitive with their Midwestern counterparts. It will also reduce the waste occurring at Wisconsin printing plants. And while it does all that, it will still mandate the use of recycled content paper at a level that is 330 percent higher than it was a decade ago. The WNA urges you to vote yes on AB187.

DNR Testimony on AB 187, Recycled Content in Newsprint  
Before the Senate Committee on Environment and Natural Resources

July 10, 2003

Thank you for the opportunity to testify today on AB 187. My name is Kate Cooper, Section Chief for Planning & Evaluation in the Bureau of Waste Management at DNR. Secretary Hassett regrets being unable to be here today at the Committee's meeting.

The Department registered in opposition to this bill because the current recycled content standards appear to be working to facilitate the recovery of old newspaper and magazines. Nevertheless, we are also sensitive to concerns voiced by the Wisconsin Newspaper Association about the long-term availability of sufficient quantities of newsprint with high levels of recycled fiber content.

In the discussions we've had over the past year and a half with representatives of the Wisconsin Newspaper Association, several ideas have emerged for involving the newspaper industry more effectively in helping local recycling efforts succeed. I'll return to these ideas after reviewing recent information on the newspaper industry. From the information we receive, a reduction in the recycled content target to 33%, as proposed in AB 187, would be difficult to justify since 91% of publishers and central printers already use more than 33% recycled content. Only four central printers – and no publishers – reported using less than 33% recycled content in 2002. Here are the facts available to us:

1. Recycled Content Results for 2002

Wisconsin publishers and central printers reported an average of 42% recycled content in 2002 when the statutory target was 37%.

In 2002, 42 printers and publishers (out of 58 reporting) already met or exceeded the 40% standard in effect for 2003 and beyond.

- Of the 58 central printers and publishers reporting in 2002, nine printers and one publisher did not meet the 37% standard. It is worth noting that a year earlier, in 2001, five publishers and eight central printers did not meet the target.
- In 2002, four of the ten printers/publishers that did not meet the 37% target applied for and received a variance from that requirement. Those that did not seek a variance paid a total of \$ 699 for missing the target.
- Wisconsin's local recycling programs collected and marketed over 215,000 tons of old newspapers and magazines in 2001 (the last year for which data is available). Local programs increased their recovery of old newsprint by 63% between 1994 and 2001.
- During the same time period, Wisconsin newspaper publishers and printers increased their utilization of post-consumer recycled fiber by 29 %, from 55,583 tons in 1994 to 71,913 tons.

- A substantial reduction in recycled content targets occurred in 1998, as shown in the Table 1., below. It is worth noting how reported use of recycled content paper exceeded the original targets for 1998, 1999, and 2000.

**Table 1. Minimum Standards for Post Consumer Recycled-Content Newsprint**

Target Year	Percentage Recycled Content Target (average annual use by publisher)	Original Target in Recycling Law ( as signed May 1990)	Average Recycled Content Reported by WI Publishers & Central Printers
1992	10%	10%	23.4 %
1993	10%	10%	28.9
1994	25%	25%	31.0
1995	25%	25%	27.3
1996	35%	35%	32.9
1997	35%	35%	37.6
1998	33%	40%*	41.9
1999	33%	40%*	42.6
2000	33%	45%*	45.5
2001	37%	45%*	42.9
2002	37%	45%*	41.8
2003 and beyond	40%	45%*	

\* Original targets were revised by 1997 Wisconsin Act 274

- AB 187 would set the standard at 33% with no future increases. Dropping the standard 10% below the current average use of recycled content newsprint does not seem necessary. It would also send negative signals to newsprint mills and municipalities about Wisconsin's long term commitment to recycling and market development through use of recycled content products.
- We expect that the increase from the 37% target in 2002 to 40% in 2003 may be challenging to a number of publishers and central printers. We understand that publishers and central printers who previously bought high recycled content newsprint from F.S.C Paper in Illinois and/or Manistique in Michigan have had to look farther afield when those mills stopped making newsprint.
- The average recycled content in US-purchased newsprint is now over 33%; in 1998 the average was 28%. Two large mills (Coosa Pines and Sheldon) have converted from using 30% to 40% recycled content to 100% since 1999.
- The newsprint industry worldwide is moving to recycled content production processes in order to save money, energy and avoid environmental costs. It is more economical to use recycled fiber than virgin pulp, unless there's a significant shortage of recycled fiber. Energy costs are particularly high for the virgin pulping process.

## 2. Newsprint Production Trends in North America

- Newsprint production in North America has decreased steadily since 1997. The long-term trend is continuing loss of newsprint production and mill capacity. As an example, the Kenora mill owned by Abitibi-Consolidated idled its paper machines for a significant amount of time during the last two years. The chief reason given for falling profit margins for newsprint producers was the 20% fall in prices for standard (new) newsprint.

North American Newsprint Production Capacity	Tons (millions)
1997	16.6
2002	15.55
2005 (projection)	15

- Conversely, newspaper publishers are doing well financially; the five largest publishers averaged a 22% operating profit over the last two years. Approximately 20% of a daily newspaper's operating costs are attributed to newsprint costs. The average price of standard newsprint on the U.S. East Coast was \$465/ton in 2002, down 20% compared with 2001.
- Paper mills are currently paying "high" prices (on average \$70/ton) for old newspaper (ONP); this trend is expected to continue for the next three years. Strong overseas demand (primarily from new Asian mills) and "flat" supply from recycling programs are cited as the causes for high ONP prices. The U.S. supply of ONP from recycling programs has hit a plateau, despite population growth, because:
  - 1) newspapers have downsized their formats and are carrying decreasing amounts of advertising, so the total available ONP decreases slightly each year and
  - 2) reduced public visibility of recycling efforts nationwide and less local public information to encourage participation.
- Old magazine paper (OMG) has been more valuable than ONP for the last four years. OMG currently has 108% of the value of ONP. This is because the newer recycled paper mills are typically designed to use 15% OMG fiber. Nevertheless, the recovery of OMG in Wisconsin lags behind ONP recovery. In 2001, Wisconsin recyclers recovered 71% of the ONP and 67% of the OMG available.
- When ONP supply is expensive, paper mills tend to shutdown their ONP paper machines and keep production on machines that run on virgin pulp. This means a reduced supply of new newsprint with recycled content. As examples: Bowater's mill in Calhoun, TN, has shutdown its recycled pulp line for the last six months, while keeping virgin production going. Bowater's Coosa Pines Mill in Alabama (100%

recycled content) has taken down time for the last six months. Abitibi-Consolidated's Sheldon mill (also a 100% recycled mill) has been on indefinite shutdown.

- When ONP prices reach about \$85/ton, the economics of paper production strongly favor manufacturing with virgin pulp. This is called the "break-even" price for fiber and it varies from mill to mill. Mills are likely to shut down recycled paper lines at or near the break-even point. From the paper mills' standpoint, paying \$60-65/ton for ONP is ideal and ensures steady utilization of ONP.
- Obviously, if one or more recycled newsprint mills shut down permanently, Wisconsin publishers will be in a difficult situation. We would certainly prefer to avoid such a crisis.

### 3. Toward a Constructive Response

One approach that strikes a reasonable balance between cost and environmental considerations would be to create a one year variance, renewable for up to three years, for publishers who use at least 37% recycled content, but anticipate having difficulty obtaining an average of 40% recycled content newsprint in any given year, beginning in 2004. Under this approach the deadline for achieving the 40% content standard would be extended from 2003 to 2004. There are two ideas for how such a variance could be constructed:

1. A publisher or central printer would develop and implement an Environmental Management System (EMS) for their facility or facilities. The expected benefits of an EMS would include recycling waste paper and using recycled content newsprint, but would be broader, including benefits to the air and water. Reduced energy consumption, redesign of processes to reduce packaging and use of hazardous materials, improved air and water emissions are some of the expected environmental benefits when companies implement an EMS.
2. A publisher or central printer, in cooperation and partnership with local municipal recycling programs, would promote recycling in its pages and on its website to increase the collection and supply of ONP and OMG. Energetic public education campaigns, prepared in coordination with local recycling programs across the state, would simultaneously:
  - produce more local revenue from recycling,
  - improve Wisconsin's recycling rate,
  - keep the price of ONP and OMG below the break-even point where recycled fiber is too expensive for mills to use, and
  - ensure that recycled content newsprint continues to be available to newspaper publishers and central printers.

We anticipate this approach would help publishers and local governments re-establish working relationships that may have dwindled in recent years. And revenue from the sale of additional ONP and OMG should help local governments during the current budget crisis.

These are ideas we would like to pursue with the Wisconsin Newspaper Association, municipalities and other interested stakeholders as the basis for a variance mechanism to benefit both WNA members and the environment.

Wisconsin has a nationally recognized recycling program, and recycled newsprint content standards are an important part of that program. We believe that reducing these targets when a majority of the central printers and publishers are able to meet them would diminish the recycling program, and be contrary to the state's policy to reuse and recycle waste streams to the extent practicable.

Thank you for the opportunity to provide this testimony.



COUNTY OF DANE

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July 10, 2003

TO: Chairperson Kedzie and Members of the Senate Committee on  
Environment and Natural Resources

FROM: Mickey Beil, Dane County Lobbyist *MB*

RE: AB 187 (Newspaper Recycling Fee and Postconsumer Fiber in Newsprint)

The Dane County Legislative Agenda contains an item in "support of continued State efforts to expand markets for recycled materials". Dane County opposes AB 187 because it restricts the market for recycled newsprint.

Newspapers are the largest amount by weight of material in community recycling programs, accounting for some 60% or more of what responsible units handle. A reduction in revenue for old newsprint could have a major impact on the economics of local recycling programs.

Even if newspapers buy new newsprint from different mills than those that take old newsprint, the law helps to create demand and ensures a market for old newsprint. An increased demand anywhere in the world increases the demand throughout the world. A Norwegian study looked at the environmental impacts of landfilling and concluded that paper has one of the largest impacts due to its decomposition in an anaerobic condition.

Newspapers are already over the state standard for recycled content on average. Because a waiver process exists, there is no need to permanently lower the standard as proposed in AB 187.

Dane County does not receive revenue from the sale of recycled material—local communities do. Based on the County's Legislative Agenda I urge you to expand the development of markets for recyclable material, not restrict them as proposed in AB 187.

Thank you for your consideration.



July 10, 2003

**MEMORANDUM**

**TO:** Members of the Senate Committee on the Environment and Natural Resources

**FROM:** Janet R. Swandby and Kathi Kilgore, Lobbyists  
Wisconsin Free Community Papers

**RE: Support for AB 187 – Recycled Content in Newsprint**

The Wisconsin Free Community Papers are the publishers of 90 newspapers which are distributed to over 1.8 million homes and businesses across Wisconsin every week. The publishers of these papers have struggled to comply with current law mandating the percentage of recycled newsprint in the papers they publish and distribute. WFCP supports AB 187 because a 33% mandate keeps old newspapers out of landfills.

Please keep the following in mind as you consider AB 187:

- AB 187 passed the Assembly with an overwhelming bi-partisan vote (81 –14).
- Only eleven states have a mandate for the percentage of recycled content in newspapers. All of these states require a lower percentage than Wisconsin's and all have an exemption for price and quality. Quality is a huge concern. The higher the recycled content, the more newsprint wasted during the printing process.
- Newsprint which will meet Wisconsin's current law is just not available to Wisconsin publishers due to mergers and acquisitions in the newsprint industry. For instance, a mill which had been producing 100% recycled newsprint is now out of the newsprint business.
- The Wisconsin State agencies including the Department of Natural Resources and the Department of Revenue have numerous publications printed on newsprint (such as the hunting regulations and the 2003 Income Tax Booklet). The DNR and DOR require that the paper have a minimum recycled content of 20%. If AB 187 becomes law, newspaper publishers will still be held to a higher standard (33%).
- Increasing the mandated percentage of recycled content only benefits paper mills out-of-state and in Canada. These mills charge a premium to ship their product to Wisconsin.
- Under current law, there is no reward for the purchase of Wisconsin's post-consumer (used) newspapers. The mill which purchases more than 70,000 tons of Wisconsin's old newspapers each year is in Thunder Bay, Ontario and produces newsprint with 25% recycled content.

The Wisconsin Free Community Papers ask you to recommend passage of AB 187 and support Wisconsin business.



John Muir Chapter

**In OPPOSITION to AB 187, Weakening Newspaper Recycled Content  
Before the Senate Environment and Natural Resources**

**July 10, 2003**

**Caryl Terrell, Legislative Coordinator**

Thank you for holding this hearing on AB 187, the bill to rollback the newspaper recycled content to 33%, the 1998 goal. The Sierra Club has over 13,000 members living throughout Wisconsin. We are strong supporters of the Wisconsin Recycling Law and urge you to reject this weakening of the law.

Wisconsin's landmark 1989 recycling law has been a resounding success and continues to be supported by an overwhelming percent of Wisconsin residents. Likewise, the Recycling Law provision requiring minimum content in newspapers has been one of the most successful policy initiatives adopted. It achieved its intended purpose to create positive market forces by creating reliable markets for recycled content newsprint and stabilizing prices communities receive for their collected newspapers. 71% of newspapers are recycled. This is good news. Citizens and communities are doing a good job.

The newsprint industry worldwide should be applauded for moving to recycled content production processes. They save money, energy and avoid environmental costs that also benefits our environment. It is more economical to use recycled fiber than virgin pulp, unless there is a significant shortage of recycled fiber. (That's where municipal newsprint recovery programs come in.) Energy costs are particularly high for the virgin pulp process.

As these positive market forces continue and as mandated recycled content levels increase, prices paid for recycled newspapers continue to rise, helping local recycling programs be more self-sustaining in the future. Since old newspapers typically constitute 60% or more of the material some communities recycle, local recycling programs depend on stable prices for recovered newspapers.

AB 187 would repeal outright the current 37% recycled content requirement, as well as plans to increase content levels to 40% in 2003 and rollback to 33% the 1998 goal. This rollback is not justified.

The original purpose of recycled content standards still holds true today -- to build and sustain demand for recyclable materials. We continue to support a reasonable waiver

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process, under DNR oversight, to cover situations where the publishing industry is unable to meet the standards due to market forces over which they have no control. Current law provides an exception procedure with standards to insure waivers are only granted with cause (s. 287.31 (4)(am), Wis. Stats.)

Any consumption of old newsprint anywhere to make higher recycled content newsprint helps the Wisconsin market. Old newsprint flows freely not only across state boundaries, but national boundaries -- even the ocean.

Studies by a variety of groups, including the British newsprint association, have shown that transportation concerns are the lowest of all environmental concerns for recycling newsprint.

There has not been a problem with this law. Controversy yes, but problems - no. Look at the figures. The average recycled content reported by Wisconsin publishers 45.5% in 2000 and 42.9% in 2001. This meets or exceeds the 40% standard and is well above the required 37% content requirement, as well as the 2003 40% standard.

Our conclusions are---Recycling works for local communities and businesses. The newspaper recycled content law works, as shown by the high compliance levels. The law provides flexible relief on an annual basis. This rollback is not justified.

We urge you to reject AB 187.

Daniel M. Finley  
County Executive

Dale R. Shaver  
Director

# Waukesha COUNTY

DEPARTMENT OF  
PARKS AND LAND USE

July 10, 2003

RE: Assembly Bill 187

Dear Senator Kedzie and members of the Senate Committee on Environment and Natural Resources:

I am writing to oppose AB 187 as it is currently written because it does not recognize the responsibility of newspaper publishers and printers in Wisconsin to work with municipalities to accomplish recycling goals that have been developed in the state. I would suggest including a provision that requires review of the recycled content percentage that would be triggered by a decline in the average annual post-consumer recycled content for all Wisconsin newspapers as reported to the DNR, using 2002 as a baseline. A Task Force could be appointed representing municipalities, newspaper publishers, and the DNR to review the data and report to the legislature, thus providing a mechanism for cooperation.

Waukesha County has a very successful and cost effective recycling program. We depend on markets that utilize recyclables that we process from curbside collection programs to manufacture new products. Requiring newspaper publishers to use recycled content creates a strong market for the newspapers that they sell, people set out for collection, and we process and sell to newsprint mills- thus creating a complete recycling loop.

In 2002, 64% of all tonnage processed at the county Materials Recycling Facility (MRF) was newspapers (13,771 tons). Newspapers made up 56% of the total revenue from the sale of recyclables processed at the MRF. Since the revenue is split with the operator, lower market prices due to lower demand could impact both the county revenue and eventually the cost per ton to process recyclables paid to the private operator.

At a time when municipalities are facing greater pressure to make recycling programs more cost effective, lower recycled content requirements for newspapers without some provision for future review does not seem like wise public policy.

Thank you for your consideration of this matter.

Sincerely,

*Karen Fiedler*  
Karen Fiedler  
Solid Waste Supervisor

Recycling & Solid Waste  
1320 Pewaukee Road • Room 260  
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Our 158<sup>th</sup> Year  
July 17, 2003

Representative Neal Kedzie  
Capitol Room 307 North  
Madison, WI 53701

NEWSPAPER DIVISION  
The Janesville Gazette, Janesville, WI  
EagleHerald, Marinette, WI  
Daily Globe, Ironwood, MI  
The Monroe Times, Monroe, WI  
The Delavan Enterprise, Delavan, WI  
The Week, Delavan, WI  
The Jotter, Janesville, WI  
Freeport iNK, Freeport, IL  
Stephco iNK, Lena, IL  
Monroe Shopping News, Monroe, WI  
Freeport Shopping News, Freeport, IL

RADIO BROADCAST DIVISION  
WCLO/WJVL, Janesville, WI  
WFHR/WGLX, Wisconsin Rapids, WI  
WBKV/WBWI, West Bend, WI  
WRJNWEZY, Racine, WI

Dear Neal:

I'm writing regarding a bill, which I understand a committee you chair is reviewing. The bill number is ~~AB-187~~ and it pertains to the mandated recycled content for newspapers in Wisconsin. This year for the first time, newspapers are required to use 40% post-consumer waste recycled content paper. Under the proposal of AB-187, that mandate would be capped at 33%. I can tell you as a publisher of multiple newspapers in Wisconsin, the 33% figure is appropriate when considering a number of factors.

- First of all, there are four newsprint mills owned by various companies within the closest transportation cost range to Wisconsin. None of these mills manufacture newsprint at a 33% recycled fiber level. However, they all purchase Wisconsin scrap paper for their use in this manufacturing process.
- Demand for newsprint, whether it is recycled or not, has been below newsprint industry mill capacity for several years now. It is unrealistic to expect that newsprint manufacturers who have been losing money for several years will invest millions of additional dollars to add recycled content capacity, which is just not practical.
- Although there are other mills elsewhere in the country who produce paper at a slightly higher recycled content, none of those mills purchase Wisconsin scrap for their process, and therefore, it makes considerable sense to me for Wisconsin newspapers to purchase their newsprint from companies that take the scrap out of our State.
- It should also be noted that none of our surrounding state newspapers are saddled with such mandates, and therefore, it is already a competitive problem for Wisconsin newspapers, particularly in the area of commercial printing work when we are compared with our neighboring states.

Representative Kedzie  
July 17, 2003  
Page 2

I would urge you to contact the Wisconsin Newspaper Association for any additional information on this subject that you might require and I would hope that you would understand the clear cut nature of this issue and support the cap of 33% recycled content that AB-187 requests.

If you have any further questions, please don't hesitate to contact me.

Sincerely,



Skip Bliss  
President and CEO

CC: Sandra George, WNA

## OUR MISSION

The Press-Gazette strives, as it has since 1915, to be the primary provider of information in North-  
western Wisconsin, keeping the welfare and development of the Greater Green Bay area at heart. It  
is our mission to provide a forum for free and open expression of diverse opinions while main-  
taining the public trust necessary to serve our readers, advertisers, employees and stockholders.

A-5

Tuesday, May 13, 2003 ★

## IN OUR VIEW

# Recycled-paper requirements don't make sense

Wisconsin has a statute on the books requiring publishing companies to pay a recycling fee unless they use newspaper containing a certain percentage of recycled fiber—33 percent from 1998 to 2000, 37 percent in 2001 and 2002, and 40 percent in 2003 and beyond.

## ISSUE

Wisconsin's law requiring escalating percentages of recycled fiber in newspaper

## OUR VIEW

The statute is ineffectual because it runs counter to the laws of supply and demand

The idea behind the statute was to boost the market for scrap newspaper while encouraging recycling and decreasing the amount of newspaper ending up in landfills.

Sounds like a great idea for got the fundamental laws of supply and demand. An Assembly bill has been introduced to roll the requirement back to 33 percent. It should be adopted.

Would such a change benefit a daily newspaper like the Press-Gazette? Certainly. But it's also needed to level the playing field for Wisconsin's commercial printers, who are being forced to use stock that's difficult if not impossible to get and that their customers don't want.

The fact is that many publishers have been unable to comply with the law because there simply isn't enough newspaper available with the

required recycled content. The Press-Gazette you read every day is printed on stock with recycled content, but the percentage of recycled fibers depends on what's available.

Here are some facts to consider, compiled by Sandra George, executive director of the Wisconsin Newspaper Association:

- The four mills closest to Wisconsin produce newspaper with an average recycled content of 5, 15, 25 and 30 percent. None make the 40 percent now required by Wisconsin law. If publishers buy from these mills, they then have to buy a higher percentage of recycled content from more distant mills, driving up costs. If publishers don't buy from

the closest mills, those mills become more vulnerable to closure, which could dry up local markets for scrap newspaper.

- If a Wisconsin commercial printer spends thousands of additional dollars in an attempt to comply with the law, the company becomes less competitive with printers across the state line. As with any industry, printing jobs will flow to areas with the least cost of production.

- According to the Department of Natural Resources' 2001 report on recycled-content usage, 12 out of 58 printers, or 21 percent, did not meet the 37 percent mandate. Using the current 40 percent standard, 21 of them, or 36 percent, would not have met the requirement.

- Most scrap paper goes into recycled products other than newspaper. It's unfair to require printers to buy recycled-content newspaper from mills when there's no requirement that scrap newspapers be sold to mills. We've taken enough calls from subscribers over the

ment.

A fiscal estimate of the current bill underscores that the main problem is lack of availability. It found that the state would lose \$1.5 million if the mandate were rolled back, because few fees have been collected.

The reason: "Newspaper publishers have generally been able to qualify for an exemption from the fee when they document that recycled content paper is unobtainable."

- Most scrap paper goes into recycled products other than newspaper. It's unfair to require printers to buy recycled-content newspaper from mills when there's no requirement that scrap newspapers be sold to mills. We've taken enough calls from subscribers over the

years to know that you don't want us to use newspaper that makes the type harder to read and the ink more likely to rub off onto hands and clothes. Customers of commercial printers don't want that, either.

And a final few notes of irony: The DNR's own specs for printing jobs on newspaper require only 20 percent recycled content. George also received literature from an Assemblyman printed on paper having only 20 percent post-consumer content, and she spotted an Assembly public-access printer using paper with only 30 percent.

Maybe it's typical of our Legislature of late to make a requirement of others that it doesn't uphold itself. But that doesn't make it right.



Wisconsin Department of Natural Resources  
 Box 7921  
 Madison, WI 53707

## *Wisconsin's Newspaper Recycled Content Requirements: 2002 Update*

### BACKGROUND INFORMATION

The state Legislature enacted the newspaper recycled content law in 1990 as part of the state's efforts to build and sustain demand for recyclable materials. Wisconsin law requires newspaper and shoppers guide publishers and printers to use newsprint such that the average post-consumer recycled content of all newsprint used for the year meets or exceeds a minimum standard. This demand by publishers supports the paper mills demand for the old newspapers and magazines collected from Wisconsin's municipal recycling programs.

The minimum standard for recycled fiber increased from 10 percent in 1992 to 33 percent in 1998 through 2000. For 2001 and 2002 the minimum standard was 37%. The standard rose to 40 percent in 2003 and continues at that level without further increase.

Printers and publishers report their use of post consumer recycled newsprint to the Department of Natural Resources by March 31 annually. Publishers that do not meet the recycled content requirement are assessed a fee, which the department may waive after a review.

### THE 2002 REPORTING CYCLE

In 2002, 58 Wisconsin central printers and individual publishers reported using 164,627 tons of newsprint. Of that total, 68,744 tons were post-consumer recycled fiber. This represents a five (5) percent decrease (-3,169 tons) in recycled fiber compared to 2001. On average, newsprint used in Wisconsin contained 41.76 percent post-consumer fiber, exceeding state standards by over four percentage points. Ten publishers did not meet the minimum standard. Of these, six paid fees and four requested exemption/exception, which were granted.

NEWSPRINT ANNUAL REPORT  
 2002 Report Summary

	Central Printers*	Individual Publishers	Totals
Number reporting	44	14	58
Tons of newsprint purchased	93713	70914	164627
Tons of post-consumer recycled fiber	39168	29576	68744
Average post-consumer recycled content	41.78	41.71	41.76
Highest post-consumer recycled content	100%	66.51%	--
Lowest post-consumer recycled content	15.70%	34.56%	--
Number not meeting requirement	9	1	10

\*Central printers reported for more than 274 publishers around the state in 2002.



## ANNUAL COMPARISONS

As the charts below show, the use of recycled newsprint (as a percent of total fiber in newsprint) increased steadily from 1992 to 1994, decreased in 1995, increased again from 1996 through 2000 and decreased slightly in 2001 and 2002. However, 1996 was the only year that the statewide average recycled content used by Wisconsin publishers and printers did not meet the minimum recycled content standard.

### ANNUAL COMPARISONS (1992-03)

	1992	1993	1994	1995
Mandated post-consumer recycled content	10%	10%	25%	25%
Average post-consumer recycled content	23.4%	28.9%	31.0%	27.3%
Tons of newsprint purchased	167,000	179,985	179,373	189,729
Tons post-consumer recycled fiber	39,131	52,096	55,583	51,852
Highest post-consumer recycled content	100%	100%	100%	91%
Lowest post-consumer recycled content	0%	10%	13%	0%
Number not meeting requirement	2	0	14	26

	1996	1997	1998	1999
Mandated post-consumer recycled content	35%	35%	33%	33%
Average post-consumer recycled content	32.9%	37.58%	41.87%	42.82%
Tons of newsprint purchased	180,237	184,634	192,316	192,572
Tons post-consumer recycled fiber	59,327	69,389	79,779	82,110
Highest post-consumer recycled content	90%	100%	100%	100%
Lowest post-consumer recycled content	12%	16%	17%	18.42%
Number not meeting requirement	28	14	9	10

	2000	2001	2002	2003
Mandated post-consumer recycled content	33%	37%	37%	40%
Average post-consumer recycled content	45.48%	42.87%	41.76%	
Tons of newsprint purchased	186,698	199,364	164,627	
Tons post-consumer recycled fiber	78,313	71,913	68,744	
Highest post-consumer recycled content	100%	100%	100%	
Lowest post-consumer recycled content	25.26%	11.40	15.70%	
Number not meeting requirement	5	13	10	

If you have questions regarding the newspaper recycling law and the reporting requirements, call 608/266-2111.

The Wisconsin Department of Natural Resources provides equal opportunity in its employment, programs, services, and functions under an Affirmative Action Plan. If you have any questions, please write to Equal Opportunity Office, Department of Interior, Washington, DC 20240.

This publication is available in alternative format (large print, Braille, audio tape, etc.) upon request. Please call 608/266-2111 for more information.

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KEVIN EISENHUT / KEISENHUT@JOURNALSENTINEL.COM

The 41-acre site of the Milwaukee Journal Sentinel press facility, shown in September 2000, required extensive environmental cleanup before the West Milwaukee location could be used again.

## New plant emits less air pollution

### Press site has won environmental honors

By TOM DAYKIN  
tdaykin@journalsentinel.com

The Journal Sentinel's new production plant in West Milwaukee is producing a cleaner, easier-to-read newspaper — and a cleaner environment, company executives say.

The \$112 million development converted an environmentally contaminated site, which once housed a defunct factory, into a modern printing plant.

Also, the new printing presses will have less than half of the volatile organic compounds — a key component in air pollution — that the newspaper's presses in downtown Milwaukee had.

Those factors were both cited when Journal Sentinel Inc. in March was among seven Wisconsin companies winning the annual Governor's Awards for Excellence in Environmental Performance.

The redevelopment of the 41-acre site, south of Burnham St. and west of S. 37th St., and the reduction in air pollution are major side benefits of the new plant, said Ken Kieck, senior vice president of production at Journal Sentinel Inc.

The ability to convert a dormant site to a new use was a factor when the newspaper decided to build the production plant on land that formerly housed Babcock & Wilcox's Co.'s steel tubing factory, Kieck said.

"There was a real plus to that societal benefit," Kieck said.

Babcock & Wilcox, which closed in 1982, spent \$7.75 million on removing PCBs, a class of toxic chemical compounds.

The site was later sold to local real estate investor Donald Kubenik, who received a \$260,000 state grant for additional cleanup work.

Kubenik in 1999 sold the land to Journal Sentinel Inc., which did final cleanup work that totaled around \$600,000, Kieck said.

That final cleanup work included the disposal of asbestos from buildings that were demolished, and the capping of some old water wells that had been used by Babcock & Wilcox.

Along with completing the site cleanup, the new plant will help reduce air pollution.

The new presses use an automated cleaning system that reduces the use of cleaning solvents, said Lee Patza, Journal Sentinel Inc. production quality assurance manager.

The old presses, which were built largely in 1962 and 1967, needed to be cleaned manually, Patza said.

The new system will reduce the amount of volatile organic compounds by more than 74 tons a year, according to the governor's awards, which are sponsored annually by the Federation of Environmental Technologists and the state Department of Commerce.

Volatile organic compounds, when mixed with sunlight and nitrogen oxide, create ozone. Ozone is an odorless, colorless gas that is a prime component of smog.

The automated cleaning system carries a price tag of around \$1.2 million, Kieck said. It will pay for itself through lower labor costs, he said.

Other environmental benefits from the new plant include the use of recycled materials in the site work, including recycled pipes used as support pilings, Kieck said.

And while much of the old presses will be sold for scrap, some portions will find new life.

For example, the press digital spray bars — which are used to clean portions of the press — are being sold to a British newspaper, the New Milton Advertiser & Lymington Times in Hants, England.

# Journal Sentinel, Inc.

The Wisconsin Environmental  
Working Group and Wisconsin  
Manufacturers & Commerce have  
recognized the Journal Sentinel, Inc.  
as a 2003 Wisconsin Business Friend  
of the Environment Award Winner.

The award recognizes companies that  
have demonstrated leadership  
in environmental protection.

MILWAUKEE  
**JOURNAL SENTINEL**



W I S C O N S I N  
**ENVIRONMENTAL  
WORKING GROUP®**

Environmental Protection ...  
Wisconsin Industry  
Demonstrating Leadership.

Wisconsin  
Business Friend  
*of the*  
Environment  
Award Winners

2003



POLLUTION PREVENTION

Business Material Exchange of Wisconsin

Lesaffre Yeast Corporation

Journal Sentinel, Inc.

INNOVATIVE TECHNOLOGY

Cascade Asset Management, LLC

Industrial Towel & Uniform, Inc.

Serigraph, Inc.

ENVIRONMENTAL  
STEWARDSHIP

Western Lime Corporation

Bielinski Homes

SC Johnson & Son, Inc.

For the 14th year in a row, the Wisconsin Environmental Working Group\*, an affiliate of Wisconsin Manufacturers & Commerce, is recognizing nine companies with the Wisconsin Business Friend of the Environment Award. This year's winners have been chosen for programs that demonstrate an innovative approach to environmental protection, or a level of effort beyond that which is required by regulatory compliance. These success stories reflect the continued commitment of Wisconsin industry to environmental protection.

This year's award winners represent companies — both large and small — that have made significant improvements in the areas of pollution prevention, innovative technology and environmental stewardship. Offering specific examples of successful programs, these nine winners demonstrate that sound environmental practices are good for Wisconsin's environment and its economy. They serve as important examples for industry.

Wisconsin Business Friend of the Environment award winners were selected by an independent judging panel that included representatives from industry, the Department of Natural Resources, and the University of Wisconsin-Extension.

# POLLUTION PREVENTION

## From Brownfield to the Front Page

*The Milwaukee Journal Sentinel, one of only a handful of employee-owned newspapers in the United States, is Wisconsin's largest newspaper. The Journal Sentinel, Inc. (JSI) constructed a state of the art production facility that will catapult the newspaper industry into the future while revitalizing a contaminated brown-field property in West Milwaukee.*

### LARGEST BROWNFIELD RECLAMATION PROJECT

The new JSI production facility is an example of an exemplary social and environmentally responsible project. The company redeveloped a brownfield, improved environmental conditions, revitalized an underutilized industrial site, and reduced air emissions in Southeastern Wisconsin, while constructing a state of the art newspaper production facility in West Milwaukee.

The Milwaukee Journal Sentinel's new 448,750-square-foot production facility is on a 42-acre site that has the distinction of being the largest brownfield reclamation project in state history. The \$112 million development converted an environmentally contaminated site into a modern printing facility.

### REDUCE EMISSIONS BY 74 TONS

In addition, JSI invested in three new production presses. The new presses use an automated cleaning system that reduces the use of cleaning solvents, whereas, the old presses needed to be cleaned manually. The new presses will increase production capacity by more than 240 percent, and produce the highest-quality color newspaper print-all while reducing potential emissions from the facility. Actual volatile organic emissions in Southeastern Wisconsin will be reduced by more than 74 tons per year by the installation of the new presses at current production levels.

The former manufacturer that occupied the land spent more than \$7 million in environmental investigation and remediation work on 36 of the 42 acres to remove and address PCB, petroleum hydrocarbon, chlorinated solvents, and metal impacts to the soil and groundwater. JSI partnered with Sigma Environmental Services, Inc. to complete extensive subsurface investigation and site

The company received ss. 292 Certificates of Completion from the Wisconsin Department of Natural Resources as the first step in revitalizing the property. The JSI-Sigma team developed special design features and management systems including:

- Completion of a site-wide risk evaluation of residual environmental impacts.
- Preparation and implementation of a site-wide soil management plan.
- Implementation of a WDNR restricted zone management plan.
- Maintaining and reinstalling engineered controls including caps for areas of residual soil impacts.
- Proper abandonment of on-site high capacity groundwater production wells.
- Design and installation of a passive methane abatement system.

For more information about pollution prevention at Journal Sentinel, Inc., contact:

Kenneth Kieck  
Vice President/Production  
4041 West Burnham Avenue  
West Milwaukee, WI 53215  
(414) 224-2202

For more information on how your company can benefit from environmental protection programs, please contact:

Jeff Schoepke  
Director of Environmental Policy  
Wisconsin Manufacturers & Commerce  
P.O. Box 352  
Madison, WI 53701-0352  
(608) 258-3400

**Wisconsin Governor's Award Nomination  
Excellence in Environmental Performance**

Nomination Submitted by: Eric D. Fessler, P.E.  
Project Chemical Engineer  
220 East Ryan Road  
Oak Creek, Wisconsin 53154  
(414) 768-7144

Nomination Submitted for: Mr. Kenneth Kieck  
Vice President-Production  
Journal Sentinel, Inc.  
4041 West Burnham Avenue  
West Milwaukee, Wisconsin 53215  
(414) 224-2202

Business Description: Journal Sentinel Inc. publishes Wisconsin's largest circulation newspaper - the Milwaukee Journal Sentinel, and produces one of the most popular destinations for Milwaukee Internet users JSOnline.com. Founded in 1882 as The Daily Journal, the Milwaukee Journal Sentinel was formed when The Milwaukee Journal and the Milwaukee Sentinel merged in 1995. It is owned by Journal Communications, a diversified, employee-owned media and communications company with more than 6,500 employees across the United States.

## Project Summary:

The Journal Sentinel, Inc. (JSI) successfully constructed a state of the art production facility that will lead the newspaper industry into the future while revitalizing a contaminated "brown-field" property in West Milwaukee, Wisconsin. JSI engaged many environmental challenges prior to and during the construction of the new production facility which encompasses approximately 42 acres of land.

Historically the area was utilized by industrial manufacturers and included the production of corrugated steel and tubing products. In the 1980's, the facilities were idled and through the late 1990's the facilities and land remained vacant providing little or no economic benefit to the region. Over \$7,000,000 of environmental investigation and remediation work was performed on 36 of the 42 acres to address PCB, petroleum hydrocarbon, chlorinated solvents, and metal impacts to the soil and groundwater. The WDNR issued ss. Chapter 292 Certificates of Completion including use restrictions for the 36 acres in the mid to late 1990's.

JSI purchased 36 of the 42 acres with ss. 292 Certificates of Completion and then entered into an agreement with the owner of the remaining six acres of land to obtain a ss. 292 Certificate of Completion for the six acres under the Voluntary Party Liability Exemption Program (VPLE). JSI teamed with Sigma Environmental Services, Inc. to complete extensive subsurface investigation and site cleanup activities with WDNR concurrence which resulted in obtaining a ss. Chapter 292 Certificate of Completion with use restrictions for the six acres.

Obtaining ss. 292 Certificates of Completion for the 42 acres was the first step in revitalizing the property. The redevelopment of the "brown-field" property requires additional steps to construction when compared to non-contaminated sites to ensure the proper management of residual site environmental impacts. For this project, the Sigma-JSI team developed special design features and management systems including: 1) the completion of a site-wide

risk evaluation of residual environmental impacts, 2) the preparation and implementation of a site-wide soil management plan, 3) the implementation of a WDNR restricted zone management program, 4) maintaining and reinstalling engineered controls including "caps" for areas of residual soil impacts, 5) the proper abandonment of on-site high capacity groundwater production wells, and 6) the design and installation of a passive methane abatement system. JSI successfully redeveloped the "brown-field" to construct the new production facility from 2000 to 2002, which resulted in improved environmental conditions and revitalizing the West Milwaukee property.

In addition to redeveloping the "brown-field" in West Milwaukee, JSI invested in three state of the art production presses. The new presses will increase production capacity by more than 240%, produce the highest-quality color newspaper print, while reducing potential emissions from the facility. Actual volatile organic emissions in Southeastern Wisconsin will be reduced by more than 74 tons per year by the installation of the new presses at current production levels.

The new JSI production facility is an example of an exemplary social and environmentally responsible project. JSI redeveloped a "brown-field", improved environmental conditions, revitalized an underutilized industrial site, and reduced air emissions in Southeastern Wisconsin, while constructing a state of the art newspaper production facility in West Milwaukee, Wisconsin.





## U.S. Environmental Protection Agency

### Region 5: Brownfields

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## Wisconsin's Success Stories



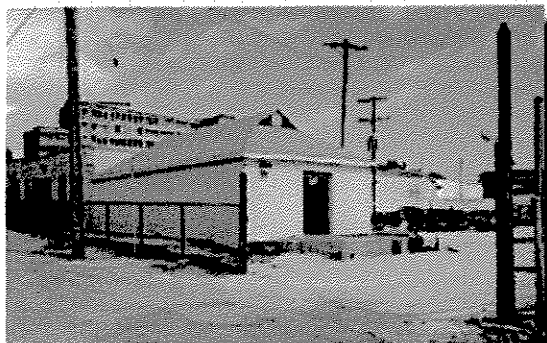
This 1996 Brownfields Assessment and Demonstration Pilot Grant recipient has proven successful in cleaning up brownfields throughout the State. The Wisconsin Department of Natural Resources, which now receives federal funding yearly for its Brownfield Environmental Assessment Program (BEAP), has granted a total of 42 sites thus far. From these 42 sites, five have been successfully redeveloped. Two of the five redevelopments are recognized below.

### Former Tannery - Butters/Fetting

The former Tannery site, now known as Butters/Fetting is one of two major redevelopments. The property which also housed a building, was used for a number of past activities including: leather tanning and metals reclamation. USEPA conducted a removal of drums containing unidentified materials, friable asbestos, and hazardous wastes and excavated soil. USEPA spent \$400K for the removal activities that were conducted. The City of Milwaukee contributed its services by removing asbestos and solid wastes from the site. Phase I and II's were completed and the site was then ready for redevelopment.



To make the property more appealing to a prospective purchaser, the City forgave \$20K in delinquent taxes. Another bonus to the buyer was the location of the property. Located between I-94 and I-43, the property was easily accessible. Industry surrounded the site, and a large workforce was available to take on jobs that the City hoped redevelopment would bring.



A mechanical contracting company by the name of Butters/Fetting eventually purchased the property. The old building was refurbished rather than demolished by the new owners. The company expanded itself onto the site and created eleven jobs at its new location.

### **Inryco - Babcock & Wilcox - Journal Sentinel**

The second of two redevelopment accomplishments is the former Inryco and Babcock & Wilcox property; another site located in Milwaukee, Village of West Milwaukee. The site is actually made up of two adjacent properties. One housed the former Babcock and Wilcox plant, which produced steel tubing. The adjacent property was home to Inryco, Inc, also a steel fabrication plant.

Babcock and Wilcox spent nearly \$7.75 million from 1984-1987 on the removal of PCB's from the soil on the property. In 1985, a Phase I assessment was done on the property to show that contamination was present. Later in 1997, the property was entered into WDNR's BEAP's program and Phase I and II's were completed under State and Federal dollars. The site was sold in 1987 and then again in 1989. The private party who bought the property the second time around planned to turn the site into a golf course. That redevelopment never occurred and soon the empty site began to pose a health and safety problem to the surrounding community. The property was actually ideal for industry; located near Highway 43 and Interstate 94 with a bus-line and rail access. The idea became to redevelop it as such.

In 1997, Donald Kubenik purchased a part of the property (3-acres) and received the option to purchase the remaining land. In 1998, the Department of Commerce awarded Mr. Kubenik a Brownfield's Grant in the amount of \$260K. He then remodeled a building on the property and moved his mechanical contracting business into it. The new business brought about 45 jobs.

The Journal Sentinel made headlines when it purchased 41 acres of the former Babcock & Wilcox property from Kubenik in 1999. The paper proposed to build a \$106.6 million printing plant on the former brownfield. The new plant means 400 jobs and a tax base increase of \$20 million. The project is expected to be completed sometime in 2001.

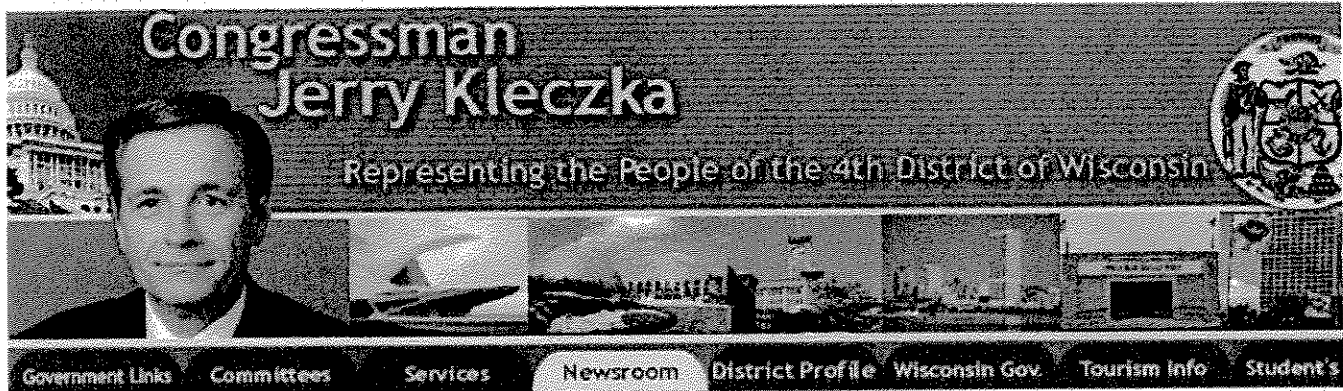
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Last updated on Wednesday, April 24th, 2002  
URL: [http://www.epa.gov/R5Brownfields/htm/s\\_stories/wistories.htm](http://www.epa.gov/R5Brownfields/htm/s_stories/wistories.htm)



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# Kleczka's Korner

A weekly update for Wisconsin's Fourth Congressional District

- 107th
- Legislation:
  - Sponsored
  - Cosponsored
  - Current Floor Proceedings

## Brownfields Sites Cleaned Up Through Partnerships

*By Congressman Jerry Kleczka*

Washington Office  
 ph (202) 225-4572  
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Communities across the country face a common dilemma: what to do with property left vacant because of environmental contamination. Many of these communities have found a solution in the Brownfields programs and an effective partner in the federal government.

Brownfields are industrial or commercial properties that have been abandoned left idle because of contamination by hazardous materials used and spilled or improperly dumped at the site. However, the property often isn't polluted enough to warrant coverage under the federal Superfund hazardous waste cleanup program, which is reserved for the spills most dangerous to nearby communities. Nonetheless, the high cost to clean up such Brownfield sites often makes them unattractive to businesses that might want to use the property. This leaves the property an idle eyesore, reducing or eliminating tax revenue and preventing commercial use of the land and the jobs that would be created.

To make rehabilitation of these properties more palatable to business owners, the Brownfields National Partnership was formed in 1997. This initiative centralizes the resources of 15 federal agencies to aid local governments' efforts to clean up these properties for reuse. Milwaukee was highlighted by the partnership as a "Brownfields Showcase Community" for its efforts to rehabilitate idle properties.

Among Milwaukee's successes is the site of the former Inryco and Babcock &

**THOMAS**  
 Search CURRENT CONGRESS for Bills:  
 Search by Bill Number  
  
 Search by Word/Phrase

Wilcox properties in the village of West Milwaukee. From 1984 to 1987, Babco & Wilcox, which made steel tubing, spent nearly \$7.75 million to remove polychlorinated biphenyls (PCBs), chemical compounds that were commonly used as coolants and lubricants in transformers, capacitors, and other electrical equipment because they don't burn easily and are good insulators. They also are highly toxic and their effects range from neurological disorders to sterility to cancer.

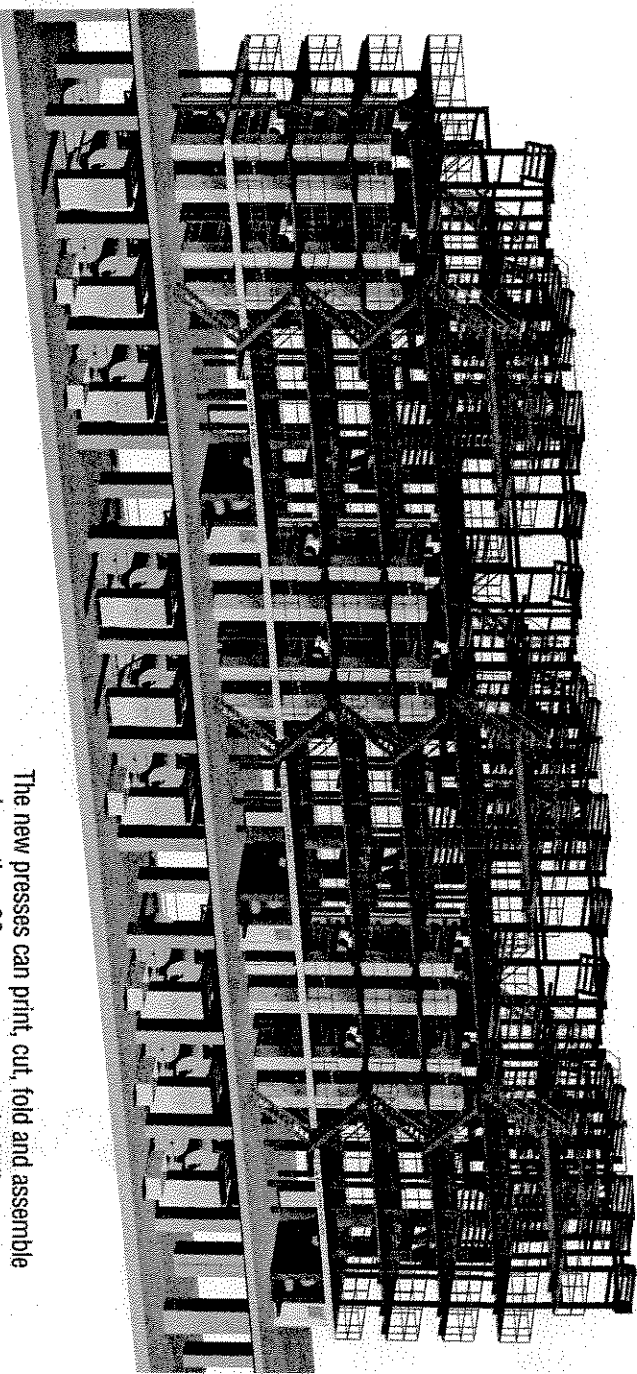
The Brownfield site, made up of the adjoining Inryco and Babcock & Wilcox properties, was sold in 1987 and again two years later. For nearly a decade, a number of plans to develop the land were proposed, but nothing came of them and the property remained idle. Finally, in 1997, the property was bought and, with a \$260,000 U.S. Department of Commerce Brownfields grant, the owner was able to finish remediation of the property. After the building was remodeled, a mechanical contracting business moved in and brought 45 jobs to the area.

The Milwaukee Journal Sentinel has since purchased 41 acres of the property and the newspaper plans to build a \$106.6 million printing plant. This would provide about 400 jobs and a \$20 million tax base increase.

Recently, Congress passed, and the President signed into law, the Small Business Liability Relief and Brownfields Revitalization Act, which encourages the development of Brownfield sites by protecting buyers from being held responsible for contamination before they purchased the land. The law also expands the Environmental Protection Agency's (EPA) Brownfield cleanup program, authorizing \$200 million a year over five years for EPA grants to state and local governments for assessment and cleanup activities. The act also authorizes \$5 million per year for a new program under which EPA may provide grants to states for their own Brownfield cleanup programs.

The House of Representatives also recently passed the Brownfields Redevelopment Enhancement Act, which authorizes the Department of Housing and Urban Development (HUD) to establish a revolving loan program, which can fund additional economic development loans to eligible local governments. Funds from this pool could be used to aid potential developers at some of the other hundreds of thousands of sites that would otherwise receive no assistance because of federal funding caps.

These local and federal partnerships are vital means of reclaiming land made idle by environmental contamination. Brownfields programs not only improve the health and environment of the community by cleaning up polluted sites, but they also promote job growth and increase the tax base by putting these abandoned properties back to productive use.



More than 300 factors were rated on each new press and equipment vendor. After hundreds of meetings and thousands of miles, the press evaluation teams unanimously agreed on KBA North America Inc. — Web Press Division.

### **The KBA Commander**

The German-based Koenig & Bauer-Albert group (KBA) is the third-largest press manufacturer worldwide. KBA presses are in operation at prominent newspaper publishers throughout Europe and the United States. The Milwaukee Journal Sentinel purchased three double-wide KBA Commander presses using shaftless technology. The KBA Commander has set the benchmark in newspaper printing with an advanced level of automation, easy handling, high net production output and superb print quality.

Five stories high, the three new presses are being manufactured at KBA North America in York, Pennsylvania, and in Germany. Upon completion, the Journal Sentinel will have the largest double-wide shaftless KBA press installation in North America.

The new presses can print, cut, fold and assemble a six-section, 96-page newspaper, including as many as 36 pages in full color and 12 pages with spot color. Each Commander press has 36 printing couples mounted in four-high vertical towers. The new 350-foot press line will have 108 couples and 18 towers with 24 RTPs, each capable of running three 64-page daily products simultaneously.

In addition to producing Wisconsin's largest newspaper, the Commander will have capacity available to provide vibrant, high-quality printing for customers.

### **A visible difference**

Watch for continuous improvements, both subtle and dynamic, to the printed quality of your newspaper. *For more information about our new presses and production facility and the many benefits in store for you, please contact Judy Gitlewski at 414-224-2604.*

# Bright. Bold.

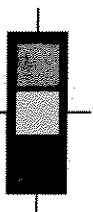
# Dynamic.

## New presses coming in 2003

**YOU DESERVE THE BEST**  
THE MILWAUKEE JOURNAL SENTINEL



**YOU DESERVE THE BEST**  
THE MILWAUKEE JOURNAL SENTINEL



## Our readers, advertisers, commercial printing customers and employees deserve the best.

In 1999, the Board of Directors of Journal Communications, which owns the Journal Sentinel and other media and communication companies, authorized a multi-million dollar capital investment in a new production facility and three new presses for the newspaper. It was a vote of confidence for the newspaper's future — a major investment in new printing and assembly technology to ensure high-quality publication of the Milwaukee Journal Sentinel for many years to come.

All of us at the Journal Sentinel are focused on delivering a product that not only offers valuable and accurate information, but one that is also flexible in meeting the changing needs of our readers and advertisers. We look forward to providing high-quality work and excellent service to our commercial printing customers.

## Uniting the best from many industries.

Large shaftless presses are the main, but not the only, component of this investment. A faster, more efficient packaging and distribution operation, automated ink and paper storage and centralized transportation operations are just some of the many components in which the company is investing. Everything will be housed together in one state-of-the-art, 448,750-square-foot production facility located in West Milwaukee.

The new facility will contain a 350-foot-long press line, consisting of three KBA "Commander" presses. As newspapers come off the presses, gripper conveyors will take the newspapers to the 125,000-square-foot Packaging & Distribution department. There, pre-printed sections and advertisements will be inserted using high-speed machines capable of inserting 18,000 copies per hour. Bar codes on the finished, bundled products will help ensure prompt delivery throughout metro Milwaukee and the entire state. An adjacent warehouse will be used to store newsprint and preprints, and for vehicle maintenance.

## You deserve the best.

Our new production facility will enable us to provide state-of-the-art printing and packaging. It will allow us to produce crisper, clearer images and truer, more vivid colors. In fact, greater color options will be available, helping our advertisers present their products and services with maximum effectiveness.

Commercial print customers will reap the benefits of the new printing capabilities and options. Faster printing of the newspaper means the presses will have additional capacity and their capabilities can be used for Journal Sentinel customers who want the highest-quality cold-set printing options.

## We selected the world's best presses.

With the help of front-line employee teams from departments directly connected with the daily production of the newspaper (such as pressroom, editorial, information technologies, engineering and maintenance), four press manufacturers were examined.

*read on for more information* ▶

## Benefits for advertisers and commercial printing customers:

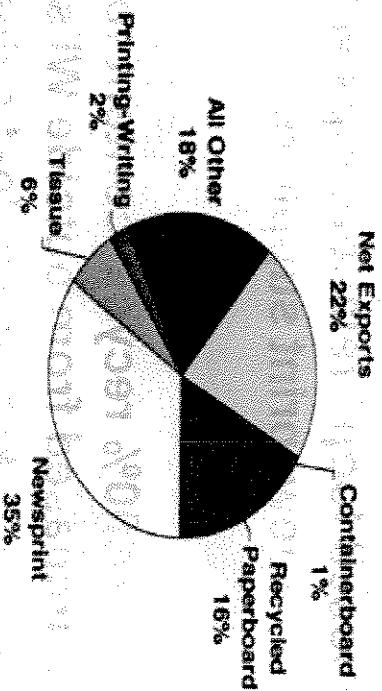
- High-quality printing
- More color availability
- Better zoning capabilities
- Better section flexibility
- Higher section page counts

## For our employees:

- State-of-the-industry technology
- Improved efficiency and flexibility
- Highest quality product to showcase employees' talents and skills

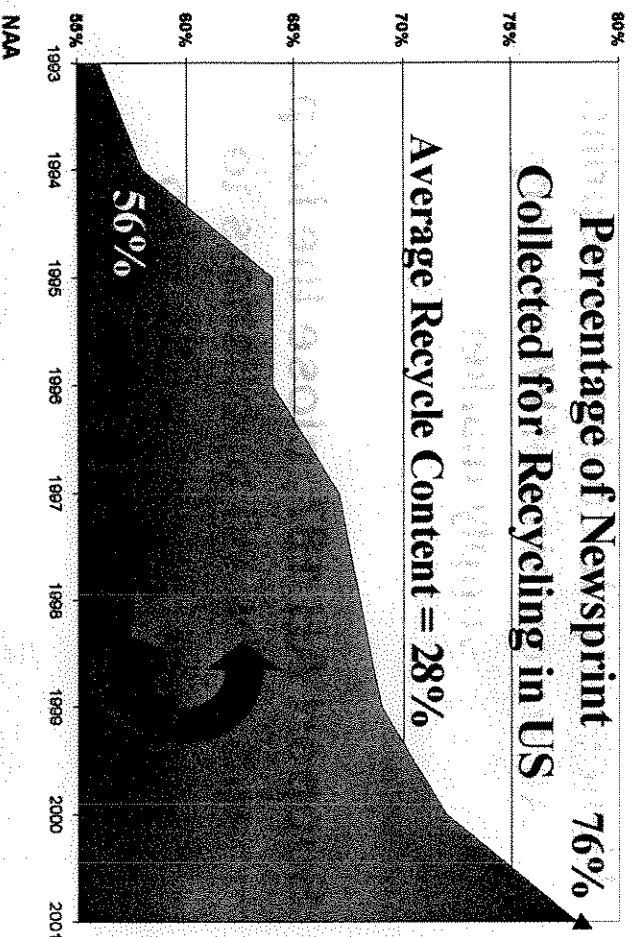
- ## Benefits for our readers:
- Later-breaking news
  - Superior photo quality
  - Crisper, clearer images
  - More "comfortable" page size
  - Greater color usage

# ONP Usage

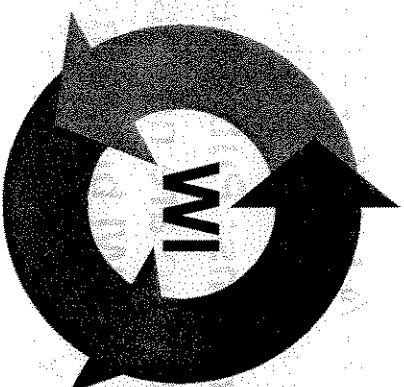


Source: AF&PA

**ONP Markets are well Established, Diverse, and here to Stay**



# Support AB 187

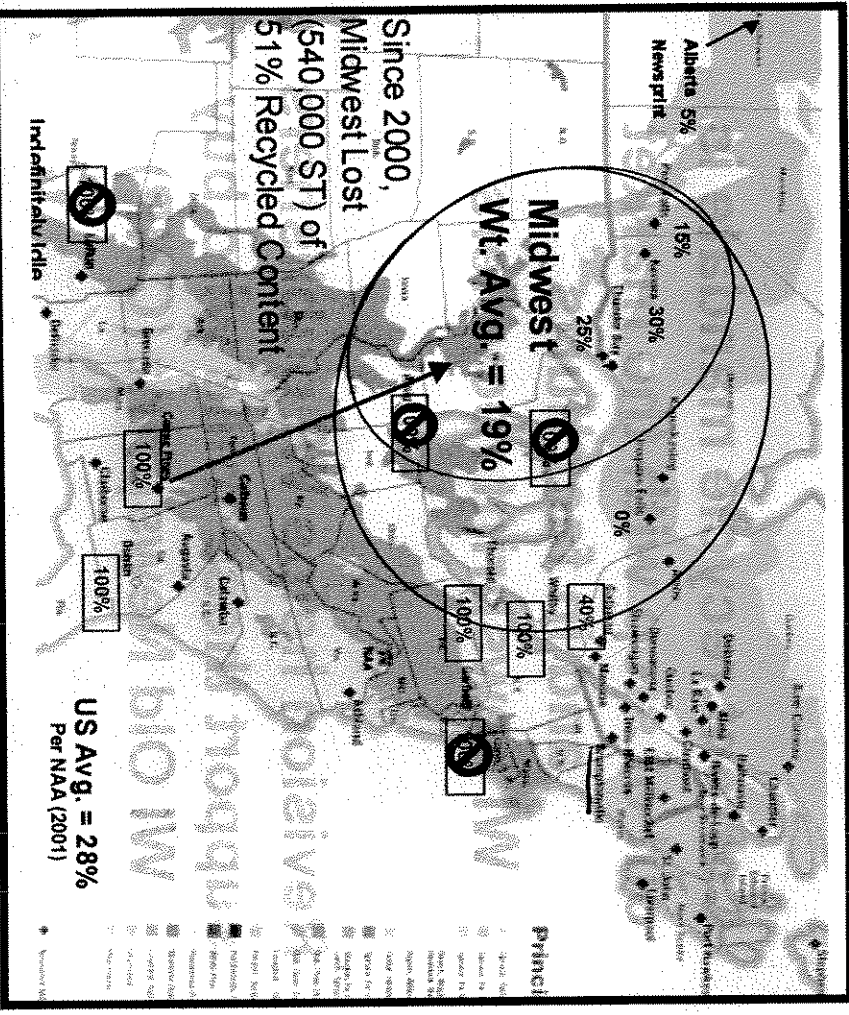


**Current recycle mandate is out of step with the market and in fact hurts WI newsprint recyclers**

**Revision helps WI publishers support those mills who buy WI Old Newsprint (ONP)**

Since 2000, the Midwest has lost 540,000 tons of newsprint capacity with an average 51% recycled content.

Present law means: Publishers must buy from mills who are not buying Old Newsprint from WI but rather from NY, TX, FL ??



Current newsprint law works against "closed loop" relationships with newsprint suppliers

Every 100% recycle content ton purchased from outside WI's primary market means lost sales of WI ONP

Only 5 out of 31 North American newsprint mills produce a 40% or higher recycle content newsprint. All are outside of WI primary supply market

Support AB 187, close the loop, and allow WI publishers to support those mills who buy WI ONP



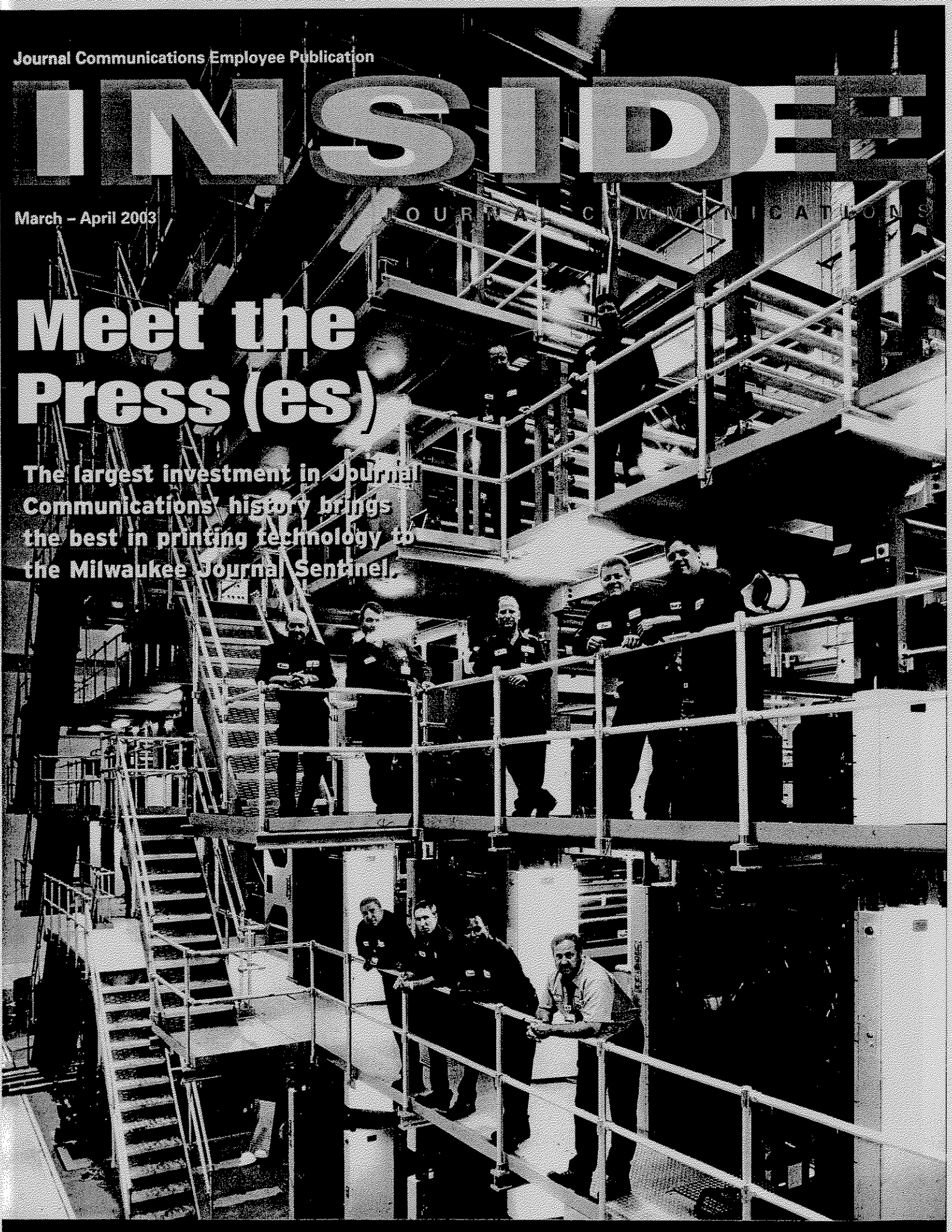
Journal Communications Employee Publication

# INSIDEE

March - April 2003

## Meet the Press(es)

The largest investment in Journal Communications history brings the best in printing technology to the Milwaukee Journal Sentinel.





## Chairman's Letter

Making investments to drive our business forward is exciting.

And I firmly believe that the \$112 million we have just invested in the new Journal Sentinel Inc. production facility in West Milwaukee will pay

great dividends for Journal Communications.

The physical aspects of the production facility building and equipment are impressive, which is well documented in this issue of *INSIDE Journal Communications*. And there is a high degree of confidence within the company that the return on this investment will meet our expectations. In fact, the newspaper is in a tremendous position to continue its march toward higher profitability with stronger operating margins.

What we have witnessed in our organization over the last four years, however, goes far beyond an impressive building, three mammoth presses and state-of-the-art packaging and distribution equipment. Pay attention and you'll notice it quickly. All over Journal Sentinel there is a sense of pride that has been under construction in concert with the development of the press project. We are doing more "possibility" thinking. We are more excited about the future because our investment, as employee-owners of this business, confidently says we believe in the newspaper business, we believe in the vitality of our community and we are excited about delivering a compelling product to our readers and for our advertisers every day.

All of us are indebted to the scores of people who put significant extra effort into this project. From the architectural design competition, site selection, equipment specification and evaluation, building construction, equipment installation and overall start-up, this has been a well conceived process every step of the way. We certainly have utilized very talented and effective vendors and advisers. Beyond that, however, we have had many Journal Sentinel people who have distinguished themselves with their specific expertise, their adaptation to new technology and their just plain hard work. Obviously we are fortunate to have many employees who care deeply about the newspaper. This note of thanks also needs to be extended to the Journal Sentinel employees who stayed back at the downtown plant in order to be sure our transition could be smooth by keeping the old technology performing at a high level. Some of these folks have now joined their colleagues on W. Burnham St. while others are enjoying a well-deserved retirement.

Even in the early stages of production, the results have been tremendous. We are all seeing reproduction and clarity that is simply stunning. We now produce a newspaper, enhanced by the printing process, where the talent of the people who create the product can shine through. We are also excited to be able to offer our advertisers more color, greater clarity and additional products.

Further evidence of our progress as a strong newspaper arrived recently with the Journal Sentinel being named a finalist for the Pulitzer Prize in the explanatory reporting category. Our paper and our journalists consistently win significant recognition in a number of other contests. This was special because of the distinguished competition involved and because the coverage of chronic wasting disease was very much a team effort in the newsroom on a subject that is very important to our readers.

I have been asked specifically how we will sustain the excitement that naturally comes when you are working on a new project in a new environment. I have answered that we will continue to be challenged by the possibilities that these new assets provide us. We realize that the new building and the new equipment are simply the tools that will allow us to think about and find new ways to grow our business. And, whether these ideas come from advertising or the newsroom or on our production floor, we will do just that. Count on it!

Throughout the campaign for the new facility, we have told our employees, our readers and our advertisers, "You deserve the best." As we begin to use our new equipment, there is no question that we are intent on delivering on our word.



**Steven J. Smith**

Chairman and Chief Executive Officer

## impressive fact

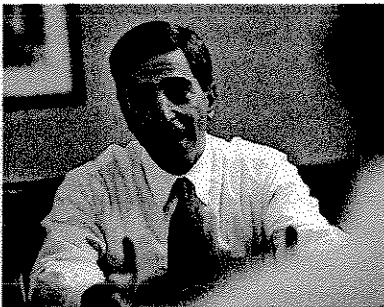
The new "Commander" presses are currently the most state-of-the-art presses in North America.

# KBA:

## The presses that pay us back

WRITTEN BY ANNEMARIE SCOBEY-POLACHEK

It takes money to make money. While this principle is true on Wall Street, it is also true on Burnham Street, the location of Journal Sentinel's new presses. The \$112 million Journal Communications allotted for the new presses and production facility is an investment in every sense of the word.



*Paul Bonaiuto, Chief Financial Officer, Journal Communications*

### Repairing would not have been cost-effective

It would have cost Journal Communications more than \$27 million and taken two full years to repair the old presses. During this time, each one of the four presses would have been down

for repairs for six months at a time. If one of the three remaining presses would have malfunctioned while the other was being repaired, the results could have been disastrous, said Paul Bonaiuto, chief financial officer.

"During that time when we would have been running on three presses, if one or more of the others went down, we would have been putting the basic franchise at risk," Bonaiuto said. "If we weren't able to produce the newspaper, or were late with it, our research indicated we would lose circulation that might never be regained."

More importantly, Bonaiuto said, repairing the 1961 and 1968-vintage presses would be analogous to pouring money into an old car. While the repairs might have bought the Journal Sentinel some time, eventually, new presses would be needed anyway. Moreover, he said, even the best repairs would be limited to the confines of the old presses. The \$27 million in repairs would mean the old presses could have been moved closer to optimum performance for 40-year-old technology, but

*A fleet of five automatic guided vehicles (AGVs) is used to move 2,400-pound rolls of paper to one of the automatic reel loaders located under the press hall. The signal is sent automatically from the press when another reel is needed.*

would not be able to approach the turn-of-the-millennium technology that the new presses offer.

### Less waste, more efficiency

The new presses will allow substantial savings for Journal Sentinel in regard to waste. With the old presses, approximately 4,000 copies of each section of the newspaper had to be run before a paper was printed of a high enough quality that it could be sold to a customer. It took 1,200 copies before color was consistent, words were clear enough to read and printing was uniform. The new presses will produce a salable copy after just under 400 copies. This results in savings of hundreds of metric tons of newsprint.

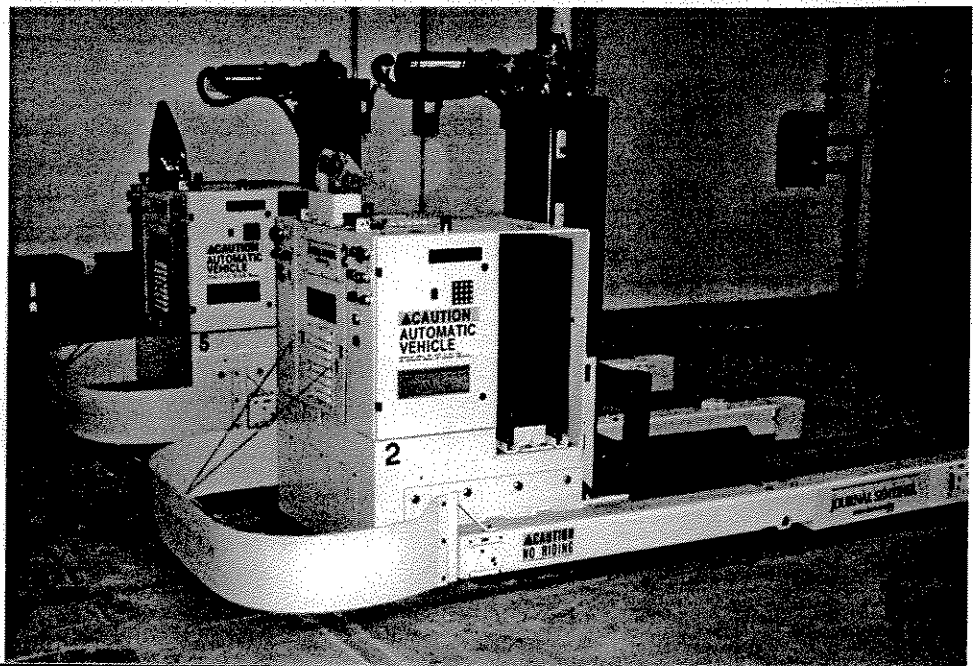
Bonaiuto said that another significant savings will occur because the new press facility has its own warehouse to store the newsprint.

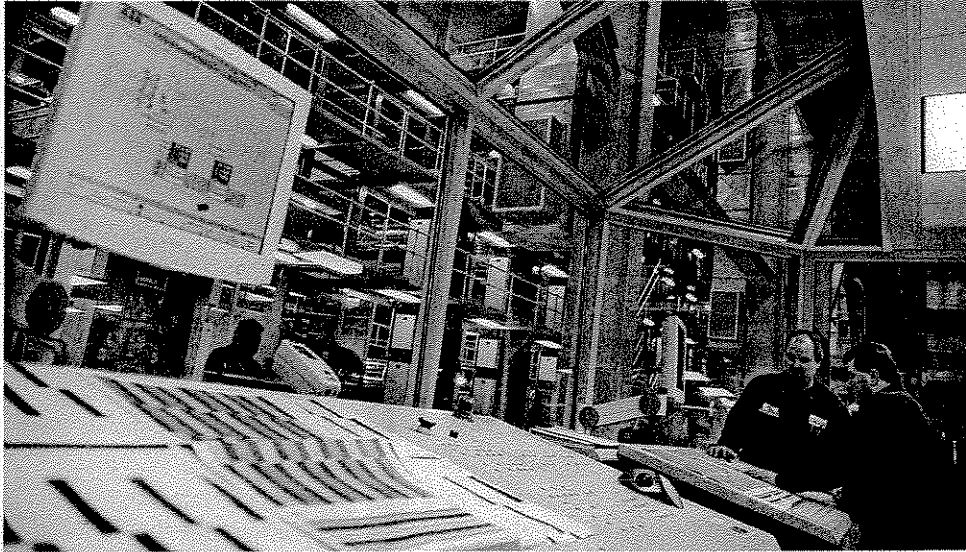
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**"The purchase of the new presses is quite a statement in regard to our faith and belief in the newspaper industry."**

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"With the downtown press facility, we did not have storage space for the paper," he said. "We had to shuttle newsprint rolls from a warehouse to our pressroom downtown." At the new facility, newsprint rolls are stored in an adjacent warehouse.





*Crews will be able to do more of their jobs via computer from a "quiet room" rather than making adjustments on the machine itself.*

possible that this customer might choose to have the Journal Sentinel print their insert as well as distribute it.

"We now have a legitimate ability to produce that kind of insert on our own presses," Bonaiuto said. "It adds another link in the value chain for the customer."

The presses' increased capacity for color and ability to print more intricate designs are already generating additional interest among advertisers. The paper's maximum number of pages has been increased from 56 to 96 with the new presses, a factor that will also allow for higher productivity and more color availability.

Bonaiuto added that the net speed of the new presses (an average of 65,000 copies an hour vs. the old average of 35,000) also increases efficiency. The crew necessary to operate the new presses is smaller than was the crew needed to operate the old ones. Crews will also be able to do more of their job on a computer, rather than on the machine itself.

"On the old presses, changing a setting might have meant twisting a knob," Bonaiuto said. "On the new presses the same thing might be done by clicking a mouse or pressing a button. This means more productivity."

The speed and increased efficiency also mean the presses will not constantly be producing the Milwaukee Journal Sentinel. There will be time for other, outside print jobs that will bring in additional revenue for the company. (See related story, "Tapping New Revenue," on page 9.)

### **More to offer advertisers, less dependent on outside printers**

The new presses' capacity to print more color and higher-quality reproduction allows the paper to better meet the needs of advertisers, Bonaiuto said.

"We have more color positions we can sell," he said. "And color is sold at a premium."

The presses also have the capacity to print inserts for local advertisers. An example of this would be a customer who currently has an insert printed by another company and then inserted into the Journal Sentinel. In the future, it would be

Bonaiuto said that another example of cost-savings will be the Journal Sentinel's printing of the Sunday comics rather than paying someone else to print them, as is currently done.

### **Higher-quality product**

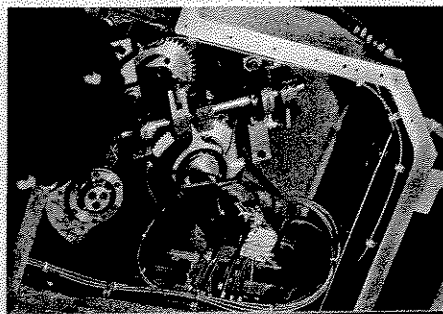
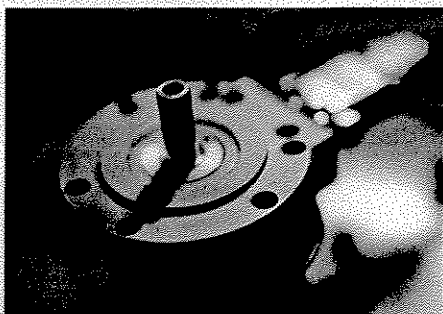
While less waste, crew efficiencies, commercial print opportunities and more to offer advertisers will all provide significant returns on the \$112 million investment of the presses, Bonaiuto stressed that the most important returns on the investment may be the "intangible" ones that the paper offers to its customers.

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**"We could never provide to either our readers or our advertising customers what they will have available with the new presses. In essence, we would have been compromising the value."**

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"Without our new presses, we could never get to this level of quality," Bonaiuto said of the new presses. "We could never provide to either our readers or our advertising customers what they will have available with the new presses. In essence, we would have been compromising the value. The purchase of the new presses is quite a statement in regard to our faith and belief in the newspaper industry." ■



# Investing in the Future of the Newspaper

.....  
 WRITTEN BY KEITH SPORE, PRESIDENT, JOURNAL SENTINEL

Only a few years ago, some media analysts believed that the Internet would rapidly swallow the newspaper industry and that the printed product would soon be obsolete.

That was about the time we started to do our research on the feasibility of building a new production facility (now affectionately known as the NPF) for the Milwaukee Journal Sentinel.

We were neither clairvoyant nor alone in our conviction that the printed newspaper still has a long and prosperous future ahead of it.

A number of other newspapers also have recently purchased new presses, built new production facilities, expanded existing sites or are in the process of doing so, including: The Daily Herald, Arlington Heights, Ill.; The Honolulu Advertiser; Omaha World-Herald; The Detroit News; The Kansas City Star; Chicago Sun-Times; The Buffalo News; Louisville Courier-Journal; The Indianapolis Star; The Des Moines Register; Dayton Daily News.

Many of these newspapers, like the Journal Sentinel, were replacing outmoded presses installed in the 1960s and even earlier.

In our case, before reaching the decision to purchase new presses, we explored the possibility of refurbishing the four converted letter presses we had installed downtown between 1961 and 1968.

However, we discovered that it would cost up to \$27 million to replace the bearings and rotational components on our old presses, and perhaps even more money if additional work was required to extend the life of these presses.

And we realized that when we were done with such a project, we would still be left with presses with limited speed, limited color capacity and compromised ability to reproduce photos, graphics and text.

In addition, if we had opted to maintain production downtown, we would have been left with an inefficient packaging and

distribution (mailroom) operation that required separate sites for daily and Sunday inserting.

This also was a serious concern, because our preprint volumes were steadily increasing, along with advertiser demand for greater numbers of zones.

In 1997, total preprint revenue was \$21.4 million. Last year, the total was almost \$34 million, an increase of 59%.

Our new packaging and distribution system in West Milwaukee

**OUR NEW PRODUCTION FACILITY WILL NOT ONLY GIVE US THE WHEREWITHAL TO CAPTURE MILLIONS OF DOLLARS IN NEW REVENUE, IT WILL ALSO ENABLE US TO SAVE MILLIONS OF DOLLARS A YEAR IN COSTS.**

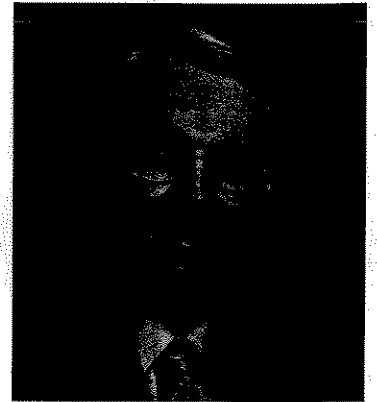
gives us the firepower to deal with greater preprint volumes and increased zoning.

Our inserting operations in West Milwaukee are attaining speeds that are twice those we regularly averaged in our State St. operation.

We expect that we will eventually have an opportunity to provide inserting for some commercial customers, just as we expect to do commercial printing.

But, our new production facility will not only give us the wherewithal to capture million of dollars in new revenue, it will also enable us to save millions of dollars a year in costs.

This is an investment that will pay off for our shareholders for many years to come. ■



## impressive fact

The 27 trucks that make up the Transportation department's fleet move 8 tons of finished product – or 7 million newspapers – each week.

# Their Selection

Looking at the new presses, it's easy to be awed by the five floors of machinery and steel. The new presses are enormous machines, intimidating in size and breathtaking in speed and efficiency. The huge pressroom, the rooms of computer monitors and the expanse of concrete can feel, to a visitor, like something far-removed from the jobs of regular people and their day-to-day decisions.

As efficient and grand as the new presses are, however, just four years ago, they were no more than a compilation of ideas and questions in the minds of some Journal Communications and Journal Sentinel leaders. The new presses are the result of the work of many groups of employees.

Two teams made up of more than a dozen Journal Communications and Journal Sentinel employees from various departments came together to choose the presses that would be the best investment for the newspaper. Employees were selected from all levels of the company to ensure that no aspect of the press selection process would be overlooked. Some were executives; others were employees who had become experts in their field through years of experience. Departments represented included: finance, administration, production administration, production engineering, pressroom operation, maintenance, editorial and information technologies.

"The teams that chose the presses were made up of people who had all different areas of expertise," said Jeff Goelz, production engineer. "Each person could focus on their side of the selection process. For example, being on the engineering side, I looked at how the press was put together. Someone from production administration looked at the presses' ability to run various products. The pressmen looked at things like how easy it was to work on the settings of the rollers."

*Some members of the Journal Sentinel Press Project Team in front of the old presses: (standing above) Jeff Goelz, Ray Stoiber and Roger Schrank (clockwise from left, below) Lee Patza, Bob Giesfeldt, Steve Schaapveld, Royce Miles and Ken Kiech.*

# Means Our Success

.....  
WRITTEN BY ANNEMARIE SCOBEY-POLACHEK

Todd Adams, chief financial officer for Journal Sentinel, said that having experts from so many disciplines within the company made the entire team very confident in their ability to make a good decision. Adams played down his own role, calling himself "chief bean counter" and pointed to Goelz, Senior Vice President of Production Ken Kieck and the pressmen as the members of the teams who best understood the mechanics of purchasing new presses.

"Journal Sentinel is fortunate to have the likes of a Jeff Goelz who understood the intricacies that the press manufacturers were discussing. He could articulate where he thought they [the press manufacturers] might be wrong," Adams said.

Ken Kieck emphasized that he believes the team was so successful because of all its initial research.

"We did a lot of research up front as to what we were looking for in the presses. We went to each manufacturer with a comprehensive proposal," he said.

One of the reasons the team selected Koenig & Bauer (KBA) was that the company was very willing to listen to what Journal Sentinel wanted and was willing to make adjustments to fulfill the expectations of the company.



"The other press manufacturers wanted us to tailor our product to match their presses," Kieck said. "KBA

really listened to us as a customer."

Both Kieck and Goelz said that compared to other U.S. newspapers that have purchased new presses in the past few

years, Journal Sentinel had fewer problems along the way.

"Some of the other newspapers might not have been able to buy the presses that were their first choice," Kieck said. "Because of cost considerations, they might have had to go with the second best. Because we got the press that the team rated as number one from the beginning, it did a lot for the morale of other employees — for the buy-in. Everyone is willing to go the extra mile. Everyone is anxious for the transition."

Goelz concurred, adding, "Based on what we've seen of other papers, many ran into lots of hiccups during the process that we were able to avoid. At Journal Sentinel, we had many hundreds of people involved in the process, including a press committee and a press control team," he continued. "We aren't running into a great amount of issues. The largest issue is always the schedule itself and our target date has only moved three months. It's not unusual for a newspaper to have their target date moved by six months or a year."

Todd Adams believes that the spirit of cooperation, so evident among the members of the selection team, has been caught by the company as a whole.

"Everyone in the whole company has pulled together to show the United States — if not the world — that we can be a top-flight printing facility," Adams said. "What I have seen now, nearing the end of the process, is the pride. From circulation, to finance to the newsroom — they have been able to see the end result and how good it is. The new presses open possibilities of what we can do that we haven't even dreamed of yet." ■



During a trip to Europe, (l - r) Jim Schlier and machinists Jim Stippich and Pete Gasperetti saw components of the presses KBA was building for Journal Sentinel.

In March of 2002, a group of Journal Sentinel employees toured the KBA plants in Austria and Germany while the new presses were being built. In addition to learning what they'd need to do in order to properly maintain the three new presses once they started running in Milwaukee, the group was able to watch how the components were made and see the quality of the work that went into production.

"The quality and craftsmanship far exceeds our expectations," said the maintenance supervisor/trainer — pressroom, Jim Stippich.

The fact that KBA's plant in Moedling, Austria, is the largest manufacturer of currency-making presses worldwide is a testament to the precision and flexibility of their products. (During the visit in March '02, a press from a U.S. mint was being tested.)

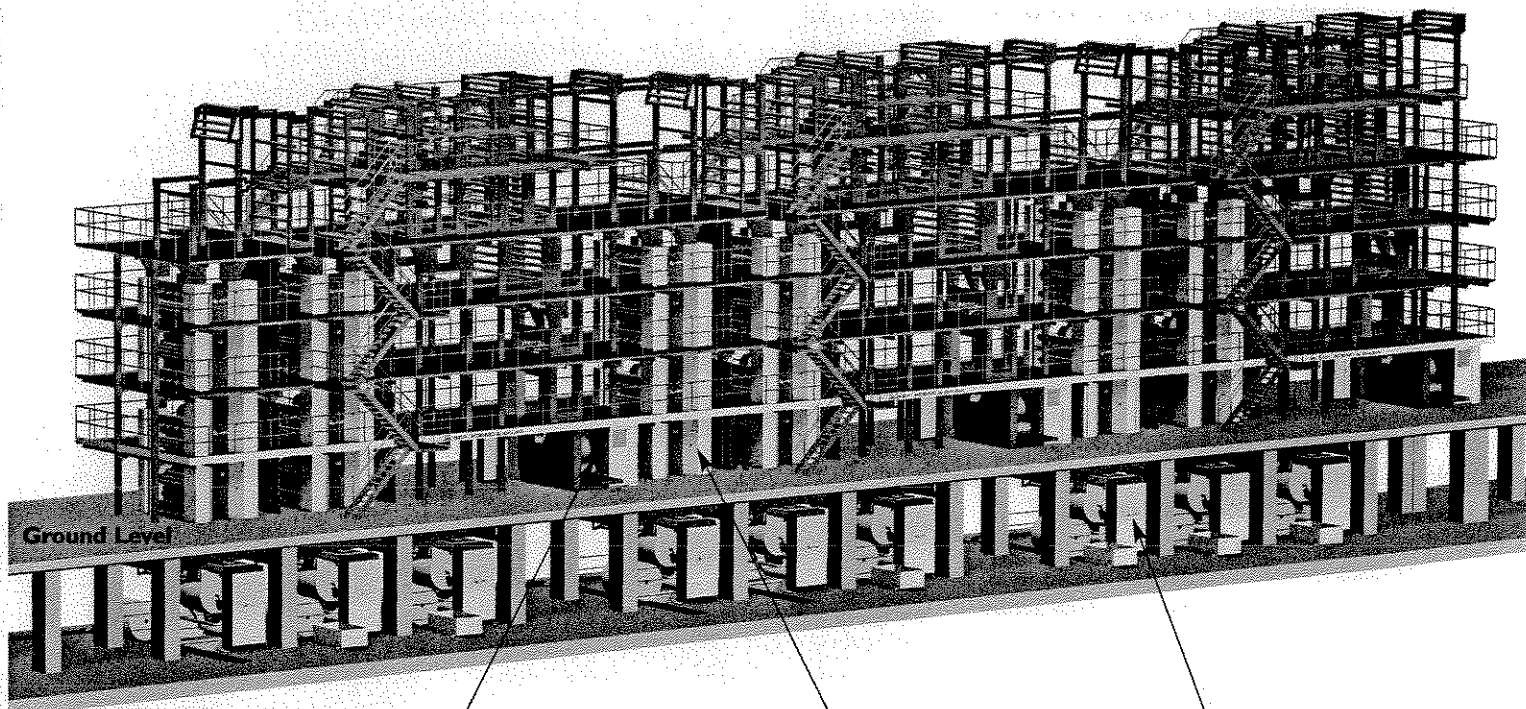
At another plant in Austria, they watched a completed press line, similar to what the Journal Sentinel purchased, printing approximately 60,000 copies an hour — with no vibration. One of the plant workers even set a coin on end on an edge of the press. It didn't move.

# The KBA Commander



## Illustration of the Presses

The Milwaukee Journal Sentinel's new press line consists of 18 towers, 3 folders and 24 RTP (reel-tension-paster) systems.



**Console Level (Not Pictured)**  
In "quiet rooms" overlooking the press hall through huge glass windows, automated press functions are initiated, controlled and monitored at ergonomically-designed consoles. The soundproof control rooms are equipped with high-resolution color monitors.

**Folder**  
The folder can output 96 pages in a six-section format. Automatic control mechanisms minimize waste. Sound insulation reduces noise.

**Tower Unit**  
There are six, four-high tower units in each press that enable four-color printing on both sides of the newsprint web. Make-ready and cleanup are faster, which reduces preparation time.

**Reel Stand**  
Under each tower unit is a reel stand holding two rolls of paper. When one roll of paper is almost gone, the press automatically brings the second roll into position, slaps the taped end of the new roll against the end of the old roll and cuts the old roll without slowing the press.

**Real Estate**  
Advertising Is Looking Better Than Ever.

Beginning January 7, the Milwaukee Journal Sentinel Real Estate Advertising section will be easier to read with a new typestyle and larger characters. It's part of the Journal Sentinel's transition to our new, state-of-the-art presses. See for yourself; the crisper, cleaner type and images make your ad even more attractive to readers.

BEFORE	AFTER
<p>Advertise this weekend Sunny (left) warm nights, only this snow which next will make you think of winter. Send 2000 copies to Clearwater, FL. 800/999-2000/444-3333.</p>	<p>Advertise this weekend Sunny (left) warm nights, only the snow which will make you think of winter. Send 2000 copies to Clearwater, FL. 800/999-2000/444-3333.</p>

To place an ad, call 414-224-2121, fax 414-224-2225 or e-mail [class@onwis.com](mailto:class@onwis.com)

JOURNAL SENTINEL  
MILWAUKEE

Crisper, cleaner text is one of many benefits for Journal Sentinel readers. This ad ran in the newspaper before the transition to promote the improvement readers could expect.

## Benefits of the New Facility

### For readers:

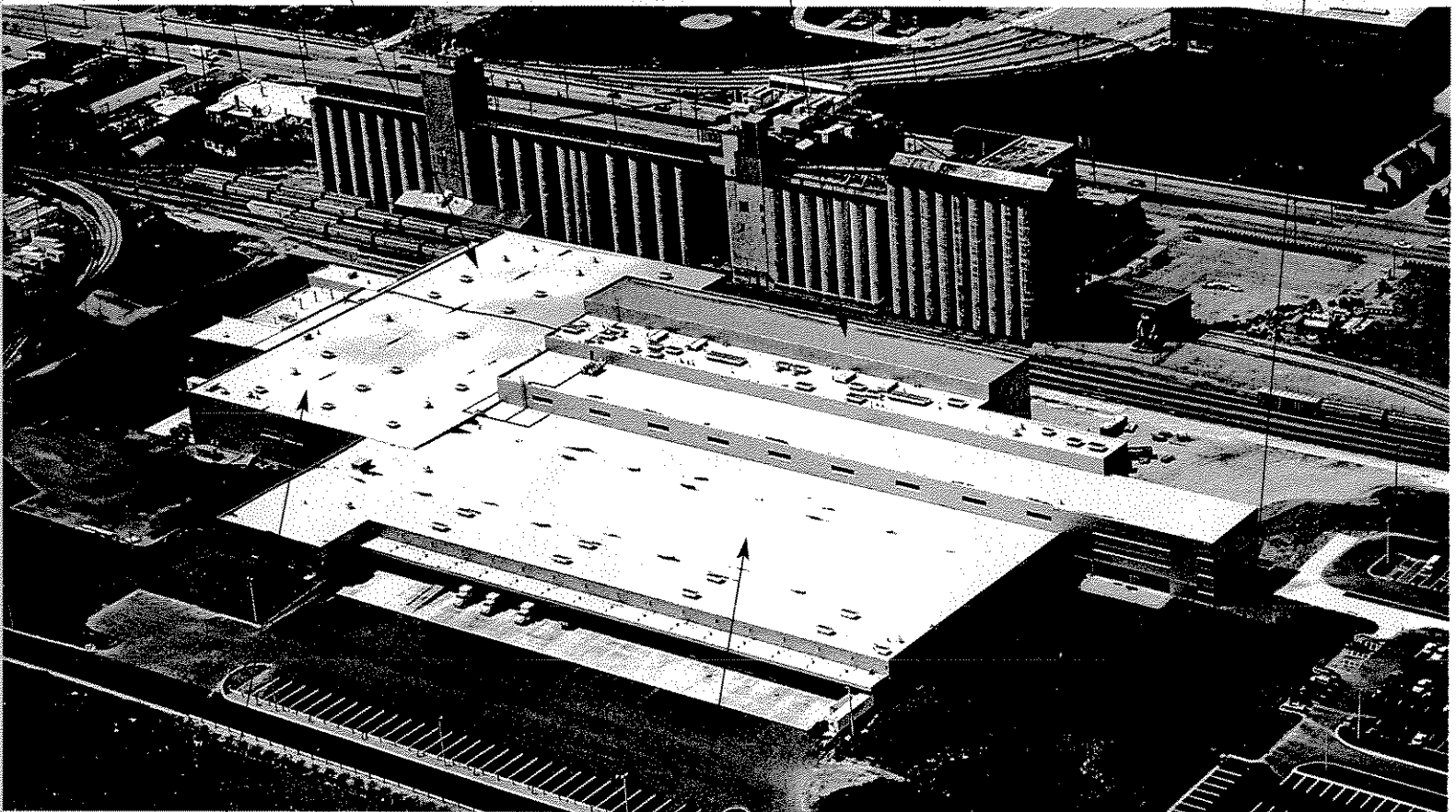
- A better looking newspaper: crisper text, superior photo reproduction, more color
- Neater assembly
- Later news deadlines – later breaking news, full sports scores from West Coast and concert reviews
- Shorter press-run time and more efficient transportation system
- More consistent quality of each paper off the presses



Newsprint Storage

Press Hall

Entrance/Lobby



Preprint Storage

Packaging & Distribution

## impressive fact

At 125,000 sq. ft., the manufacturing space housing Production & Distribution is more than twice the size of the two manufacturing areas previously used.

### For advertisers:

- More consistent quality
- More color availability
- Better "zoning" capabilities (advertising to specific neighborhoods)
- Better section flexibility (advertising in specific sections)
- More reliable delivery
- Higher section page counts

### For employees:

- State-of-the-industry technology
- Fewer web (paper) breaks and less waste
- Tighter registration for sharper reproduction of photographs
- Improved color capacity and accuracy
- Consistent high quality of finished product
- Improved efficiency and faster start up of "sellable" papers coming off the press
- Flexibility for larger runs and multiple product runs
- Space available to run commercial print jobs that will generate additional revenue

# DID YOU KNOW?

## JOURNAL SENTINEL LEADS PACK

Where the TV industry has Nielson ratings, the newspaper industry has the Scarborough report. Scarborough is a national audience measurement company that measures the readership of newspapers.

Among the top 50 largest metro markets in the United States, the Milwaukee Journal Sentinel has the highest Sunday readership level in the nation. 72.9% of adults in the Milwaukee Journal Sentinel market area read the Sunday paper. When the same 50 cities are rated for daily readership, the Journal Sentinel ranks seventh, right behind the Washington Post, with 47.3% of adults reading the daily paper.

While many newspapers have experienced declining circulation in recent years, the Journal Sentinel boasted a 2002 increase in both daily and Sunday circulation — the first increase in more than 20 years.

The high levels of readership of the Milwaukee Journal Sentinel are gratifying to the paper's editorial team. They also translate into advertising revenue. A paper with a high Scarborough score is able to easily prove to advertisers that the newspaper is indeed an excellent way to come in contact with a large number of potential customers. Advertising brings in more revenue to the newspaper than do subscriptions and newsstand sales combined. And the additional color capacity on the new presses — meaning the ability to print more color ads than before — provides yet another option in growing future advertising revenue.

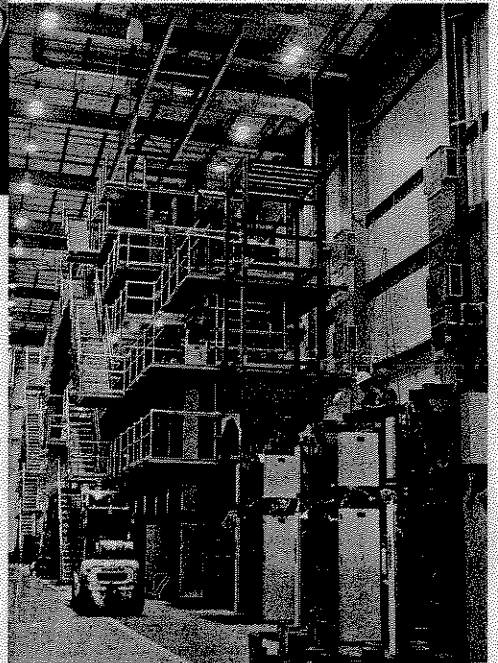
# BIGGER, BETTER, FASTER

By now, we all know our new presses are bigger, better and faster than the old 1961 and 1968 presses that, in recent times, seemed to be held together by little more than pressmen prayers and a healthy dose of duct tape. But just how "new and improved" are the new presses? While readers immediately notice the sharper, easier-to-read text and the brilliant color throughout the paper, there are many other "behind the scenes" changes that the new presses offer. One of the biggest changes will be the level of dependability offered by the new presses. "Imagine if you had to drive a 40-year-old car to work everyday," said John Garlock, pressroom superintendent. "That's what it was like operating the old presses."



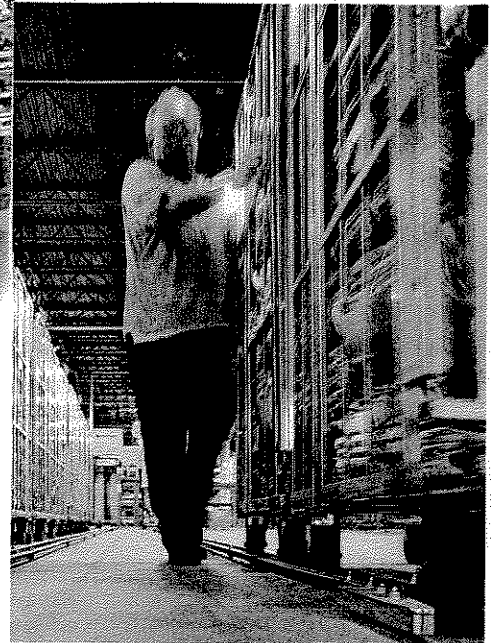
LEFT: Workers can now focus on preventative maintenance, such as cleaning the "blankets" (a rubber-surfaced fabric used to transfer images onto the paper).

BELOW: The new presses are 60 feet high and fill a 377-foot press hall.



	Old Presses	New Presses a.k.a. "The Commander"
Average copies of newspapers per hour	35,000	65,000
Maximum copies of newspapers per hour	48,000	85,000
Height of presses	40 feet	60 feet
Length of pressroom	200 feet	377 feet
Deadlines for reporters	Midnight	TBD, but deadlines will be later. This means full sports scores and entertainment reviews can be reported.
Color capacity	56 pages with 12 full-color, limited spot availability	96 pages with 36 full-color, 12 spot color
Maintenance	"Like a 40-year-old car"	Preventative only

WRITTEN BY ANNEMARIE  
SCOBEY-POLACHEK



# TAPPING NEW REVENUE:

## The possibilities of commercial printing

A star long-distance runner who finishes a marathon an hour or two faster than the rest of the field can use the extra time to have another Gatorade, get a massage or just relax for awhile. In running, the prize for being more efficient is more time to rest and eat oranges when you're done.

That's not true in the print world. The Journal Sentinel's new presses are almost twice as fast as the 1960's-vintage presses they are replacing. That doesn't mean they'll have more time to rest when they finish their job of printing thousands of copies of the Journal Sentinel each day, however. In fact, the greater efficiency means the presses can take on more work.

One of the values of the new presses is they give Journal Sentinel the opportunity to bring in commercial print jobs. This, in turn, means more opportunity for revenue.

Commercial printing includes everything from printing advertising inserts for the Milwaukee Journal Sentinel itself to printing other newspapers.

Phil Galion, commercial print sales manager for the Journal Sentinel, said the possibilities for commercial print jobs are almost limitless.

"In the past, we've had to ask our advertisers to go to another vendor for printing their inserts, but now we are able to say we can print it here," Galion said. "It's an excellent opportunity for us."

Galion said the presses have the capacity to print any type of advertising insert except for those on glossy paper, which require a different kind of press. This increased print capacity will be an important way to better serve advertisers who are interested in the Journal Sentinel's printing services along with buying space in the newspaper for their inserts.

Right now, Madison, Wisconsin's alternative newspaper, Isthmus, is the only newspaper other than the Journal Sentinel being printed on the new presses. Part of Galion's job is to aggressively expand this part of the business.

"Isthmus was very excited about coming here and printing with us," Galion said. "It's been an excellent experience. They've set the bar for us in terms of what our customers will be looking for. We'll use them as a benchmark for other businesses."

Ellen Meany, creative director for Isthmus, had nothing but accolades for the new presses.

"It's been great," she said. "When we heard that the Journal Sentinel might get the new presses, we called and let them know we were interested in printing Isthmus. We've been so happy with the quality. The paper is a smoother stock than what we were using before, we can use color on every page and everything is so crisp and clean." ■

## impressive fact

If the new presses need to be stopped, they will shut down from an average speed of 65,000 copies per hour with the touch of a button in less than 17 seconds – without a web break.

The last time new presses were installed at the Journal Sentinel was 1968.



## 40 YEARS IN THE PRESSROOM:

LOOKING BACK OVER TWO GENERATIONS OF PRINTING

.....  
WRITTEN BY ANNEMARIE SCOBAY-POLACHEK

Ray Stoiber started working in The Milwaukee Journal pressroom on May 15, 1958. (In the years before the 1995 merger, Journal Communications owned two newspapers, The Milwaukee Journal and the Milwaukee Sentinel. These newspapers were combined to make the Milwaukee Journal Sentinel.) If all goes as planned, Stoiber will retire in early 2004, having been part of the team that chose the new press and having played a major role overseeing the transition from the old presses to the new.

In his more than 40 years in the pressroom, Stoiber has

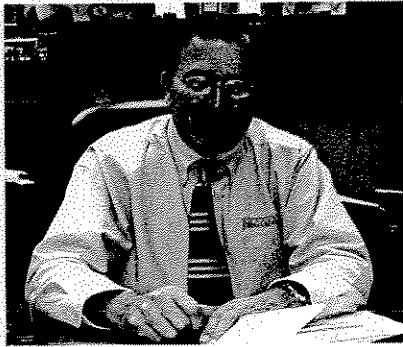
seen the transition from old to new presses twice in his career with the company. What are now referred to as the "old" presses arrived in 1961 and 1968, respectively, when Stoiber was still a relatively new employee of the Journal. Stoiber remembers the change from the 1930s-vintage presses as more of an environmental difference than a mechanical one.

"The main difference was that the pressroom was moved and the new pressroom was much larger, cleaner and better lit. It was a complete cosmetic difference," Stoiber said.

While Stoiber said the 1960s presses were faster and had more instrumentation than their 1930s counterparts, the same types of technology were used on both.

"They weren't as big of a transition," Stoiber said. "It was just a newer machine. It basically worked with the same printing plate. The biggest difference was that the new ones were faster."

Stoiber said that today's new presses are fundamentally different from the 1961 and 1968 presses they're replacing. They are so different, in fact, that had he been allowed to see the future of newspaper printing when he was a young man, he wouldn't have believed it.



*Ray Stoiber, production director, is one of a handful of employees who worked on the old presses when they were new presses.*

"I could have never believed in a million years that you could have a shaftless press," Stoiber said. "It completely changes the entire process. How they get this paper ready to run is much the same as a pilot gets a 747 ready to take off. There are a thousand things I could have never imagined."

Stoiber explained the operational difference between the old presses and the new with the following analogy:

"Imagine that you buy a new car, but to drive this car, you cannot sit in the normal driver's seat and look out the windshield," he said. "The driver's seat is in the back seat and you face backwards in the dark and use a computer screen to operate your car. That is the level of difference between how the old presses were operated and how the new ones are."

Along with this major change in technology, Stoiber feels that the other big change in the pressroom over the years occurred in the late 1960s and early 1970s, when many of the pressmen left to fight in the Vietnam War.

"The work culture completely changed at that time," Stoiber said. "Before the Vietnam War, the pressroom was run like the Marines, with the World War II and Korean War veterans in charge. The apprentices were like privates. It used to be that an older man might call a younger man 'kid' as he told him what to do. There was no questioning of those of higher rank. But the guys who came back from the Vietnam War came back completely changed, and they wouldn't take it anymore."

Looking toward the future, Stoiber is excited about the new presses and the very different way press operators will do their jobs. While extensive computer technology is being utilized, Stoiber stressed that operating the presses has not become a sedentary job in any way.

"The new presses have five floors and there is a lot of walking," he said. "The guys have been getting back in shape. Most of them have lost ten or 15 pounds already." ■

While Stoiber will be staying with the Journal Sentinel until January of 2004, the following pressmen will be retiring after the transition period to the new presses is complete:

**Dick Will** began in 1960. Five years later, became apprentice pressman. Received journeyman's card in 1969, joined the night press crew. Part of the dayside pressroom operation for last 20 years.



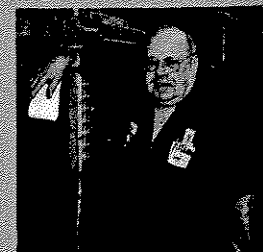
**Tom Strubel** began by driving a truck part time. Transferred to pressroom in 1960. Received apprenticeship in 1965. Became journeyman pressman in 1969, joined night press crew. Presently on day shift.



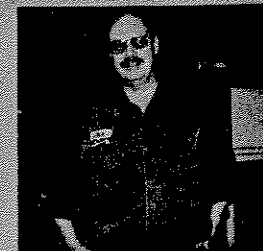
**Dick Hoefler** started in the circulation department, transferred to dispatch department in 1962 and then to the pressroom. Received his apprenticeship in 1965, became journeyman pressman four years later. Joined a night press crew. Went to day shift ten years ago. Brother Bob Hoefler is a pressman on the night shift who will also retire when the new facility is complete.



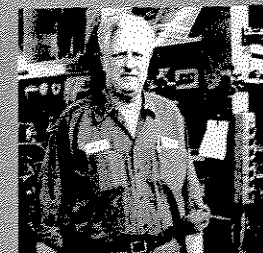
**Bob Restivo** started in 1959 by loading trucks. In 1961, transferred to pressroom. Received apprenticeship four years later, and journeyman's card in 1969. Went on night press crew. Brother Dick Restivo was a pressman for more than 40 years and his father worked in the Circulation department for many years.



**Dick Kraemer** started in the pressroom in 1960. Received apprenticeship in 1964, became a journeyman pressman on night crew in 1968. Presently on day shift. Kraemer's father was employed in the Paper and Ink department for many years.



**Harry Radish** started part-time in the pressroom in 1962. Received apprenticeship in 1965. Became a journeyman in 1969, went on night press crew and has been on night shift ever since. Brother Ray Radish was a pressman for 43 years and his father worked in the Journal's carpentry shop.



# DON'T JUST TAKE

In a company video created for their colleagues, a dozen Journal Sentinel employees shared their thoughts about the new production facility and presses. Here are a few highlights of what they had to say.



"There is a lot more we can do for the readers. We can look at hues and nuances that we never could consider before. It's very exciting for us."

- Christine McNeal, Newsroom Graphics



"The new presses give us a much better capability to do quality work faster and produce many more copies per hour than we can with the presses downtown."

- Dave Rappley, Production Systems



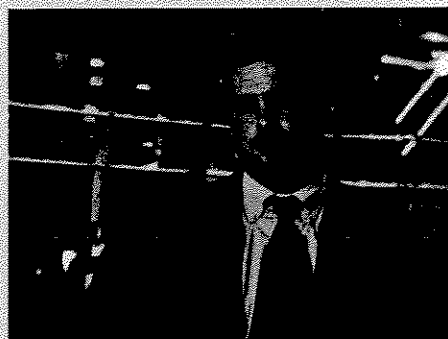
"One of the questions I often get asked is what the future of newspapers is. I think that question can be answered just by taking a walk through the new facility."

- Jeff Griffith, Human Resources



"In the old process, papers would be touched 5, 6, 7 times, then they go out to the customer. In this new process, it might only be twice. You're going to get a quality product."

- Debbie Valdovinos, Transportation



"What the new presses do is put a re-emphasis on our core products. It gives us a chance to go out and talk to advertisers about the paper. When you look at this paper, you will see an excellent product. We have the most advanced cool-set presses in North America here in Milwaukee and that's pretty cool to say."

- Chris Grow, Advertising



"It's going to be the most impressive newspaper in North America, and possibly the world. I can see the pride in everybody's face as they come to work daily."

- Pete Hansen, Building Services and Security

# OUR WORD FOR IT...



"I'm proud to be a part of this company and they've invested so much in my talents and my profession, as well. They're investing in our future. They're investing in us as individuals."

– Elizabeth Flores, Newsroom Photography



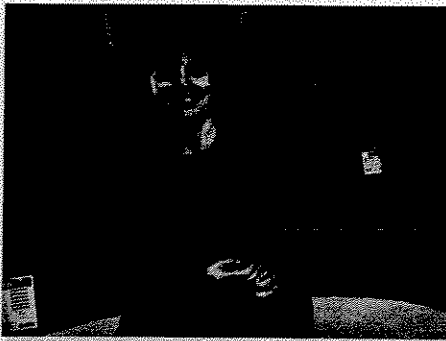
"I've been proud to be working for this company for the last 33 years. I'm just fortunate to be working in this new facility."

– Phillip Kolter, Platemaking



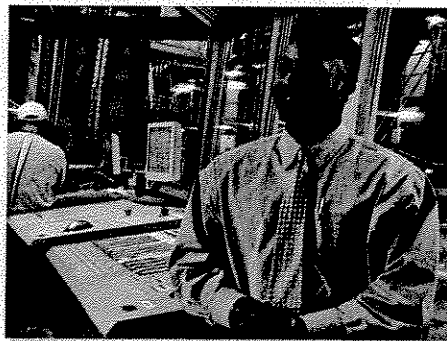
"We want to see that we will be here for the next 100 years just like we've been here for the past 100 years."

– Ernie Matus, Packaging and Distribution



"It's going to be exciting and thrilling. Almost like a new newspaper."

– Kathy Flanigan, Newsroom Reporting



"We will have the best equipment whether in the pressroom or packaging and distribution area, and it's more efficient than what we've been accustomed to."

– Royce Miles, Pressroom



"This is number one. There is nothing better in the country. This is state-of-the-art, baby."

– Jim Karges, Pressroom

## impressive fact

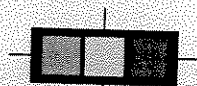
The new 377 foot long press hall will be kept at a comfortable 72 – 76 degrees Fahrenheit with 55 – 65% humidity. This helps reduce web breaks, keeps the paper from sticking to the rollers and prevents static from building up when the presses are running.

# CAMPAIGN USHERED READERS, ADVERTISERS AND EMPLOYEES THROUGH TRANSITION

What do a mimeograph machine, a gutter ball and a tailor have in common? It sounds like the lead-in to a bad joke, but actually each was part of a campaign designed to keep readers and advertisers informed about the changes to their newspaper while building anticipation for the product improvements the new presses will generate.

In August of 2001, a team of representatives from throughout the newspaper and Journal Communications met to develop the campaign. They knew from the outset that their mission was two-fold: get employees involved in the excitement of having a new facility, state-of-the-art presses and, ultimately, a better looking product; and inform readers and advertisers about the benefits they would reap from the company's \$112 million investment.

A logo, made up of the colors used in the four-color printing process and a positioning statement (shown below), was developed. Launched internally to employees, the mark appeared throughout the Journal Sentinel building on posters, pins and even cakes. A "You Deserve the Best" contest ran during the summer of 2002, inviting employees to answer questions about the new facility for a chance to win a \$100 gift certificate.



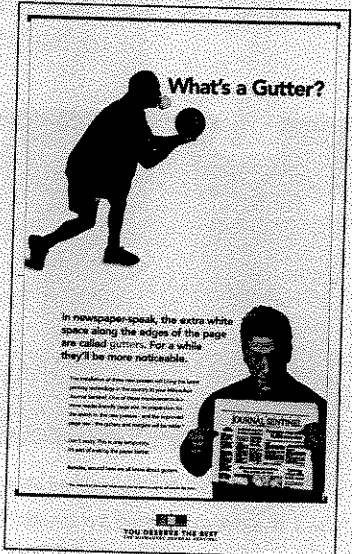
**YOU DESERVE THE BEST**  
THE MILWAUKEE JOURNAL SENTINEL

In December 2002, the newspaper ran a special section called "Rites of Passage." The full-color section showcased work from the newspaper's photographers and was printed on the new presses at the new, slimmer page size. Readers and advertisers were introduced to the "You Deserve the Best" concept in that same month through the debut of a series of television, radio and print advertisements. The first ad, "Old to New," used a comparison between the old presses and a mimeograph machine to demonstrate the technological leap being made in print quality. The second ad, "What's a Gutter?" introduced readers to the concept of newspaper "gutters," which are the white spaces along the edge of the newspaper. The ad explained that during the transition, the gutters and outside margins would be wider than usual. By using an inside joke for Milwaukeeans — that they would soon have the country's best printing technology even though some people still think the city is only about beer,

brats and bowling — the ad used self-deprecating humor to help readers accept the temporarily "funny" look of the paper. A third ad, "The Promise of Spring," served as a reminder that the transition would take a few months.

In January and February, more and more sections of the newspaper were printed on the new presses. A second series of ads debuted in late March, just as the Journal Sentinel was prepared to print the "live" sections (those that can't be printed days ahead of time, e.g. Main, Metro, Sports and Business) at the new facility. "Tailor Made" spoke to slimmer, more comfortable page size, and "A Milwaukee Work of Art" highlighted the greater amount and vibrancy of color that readers would see. The final ad, titled "Thank You," featured employees from each area of the Journal Sentinel thanking readers for their patience during the transition.

The March 31 edition was the first Milwaukee Journal Sentinel to be printed entirely on the new presses. The April 6 Sunday Journal Sentinel followed suit. Within weeks the old presses were shut down and will eventually be dismantled. Employees will continue their quest to make the color just a bit more vibrant, to report one more fact in the story, to capture a little more emotion in a photograph and to deliver the paper a few minutes earlier because readers, advertisers and co-workers all deserve the best. ■



## impressive fact

A 2000 amp feeder is used for each of the new presses, compared to the 1200 amp feeders used on the old presses. In other words, the new presses require 66% more power than the old presses.